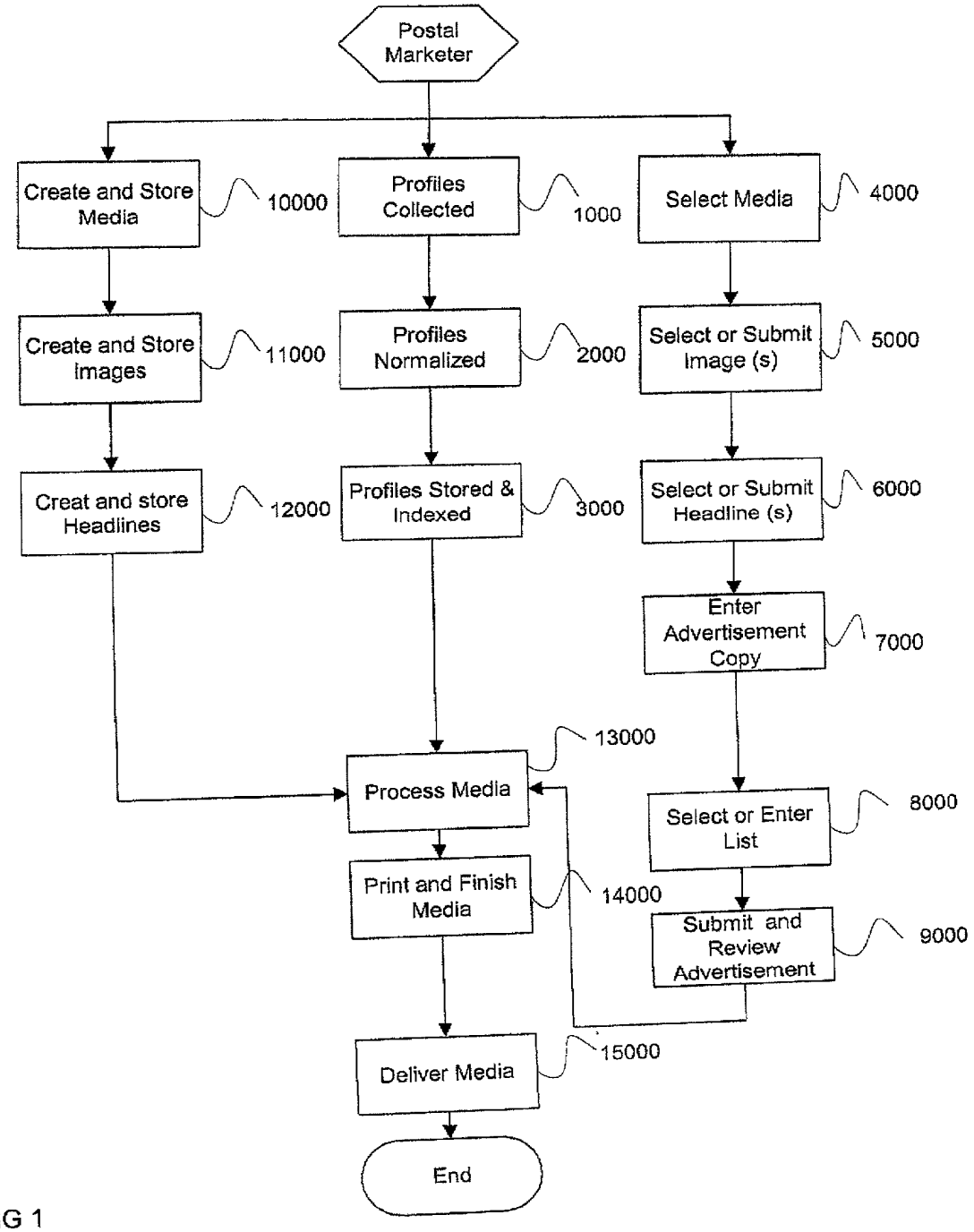

Postal Marketer
Create and Store Media
10000
Profiles Collected
1000
Select Media
4000
Create and Store Images
11000
Profiles Normalized
2000
Select or Submit Image (s)
5000
Creat and store Headlines
12000
Profiles Stored & Indexed
3000
Select or Submit Headline (s)
6000
Enter Advertisement Copy
7000
13000
Process Media
Select or Enter List
8000
Print and Finish Media
14000
Submit and Review Advertisement
9000
Deliver Media
15000
End

FIG 1

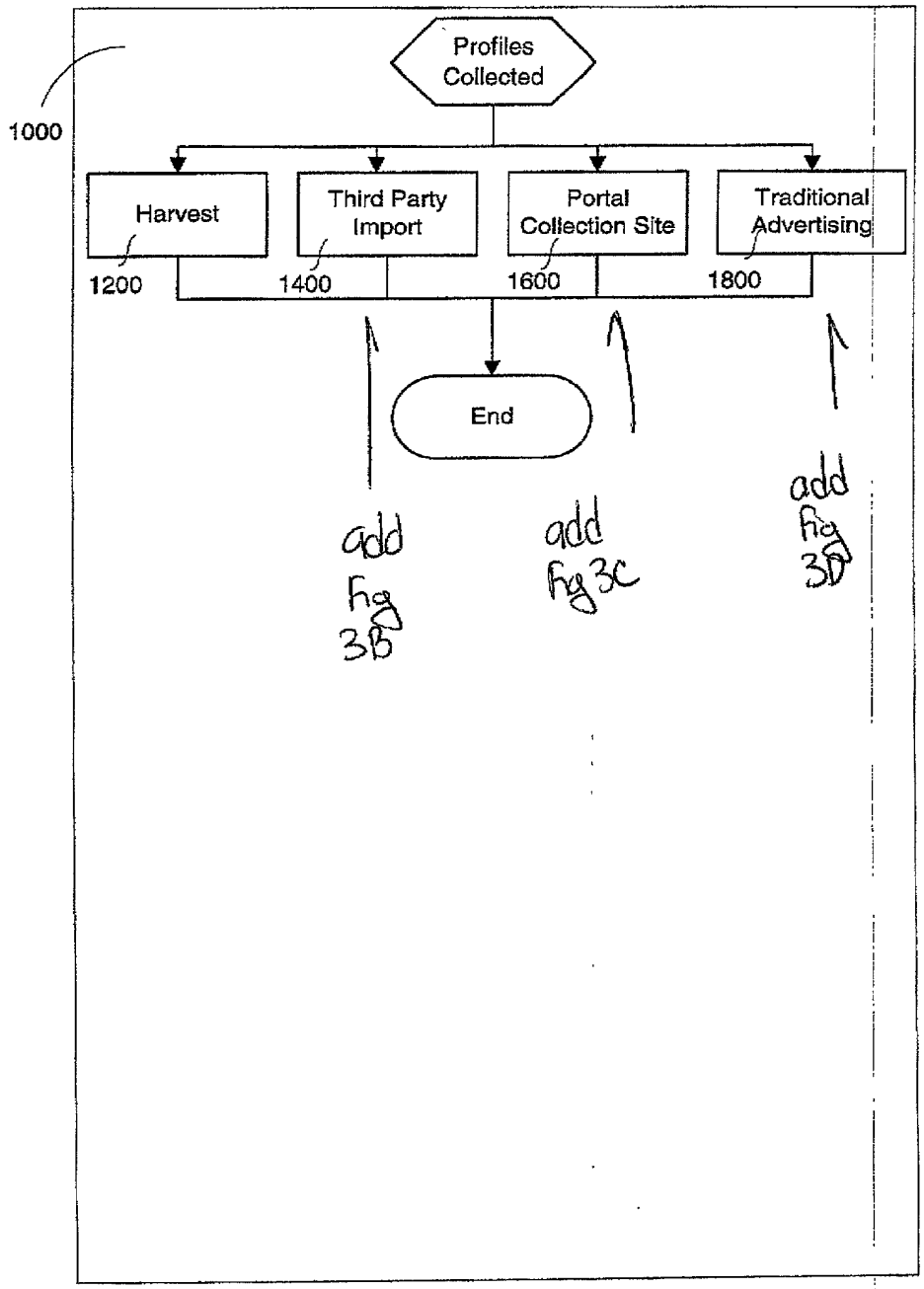

1000
Profiles Collected
Harvest
Third Party Import
Portal Collection Site
Traditional Advertising
1200
1400
1600
1800
End
add Fig 3B
add Fig 3C
add Fig 3D

FIG 2

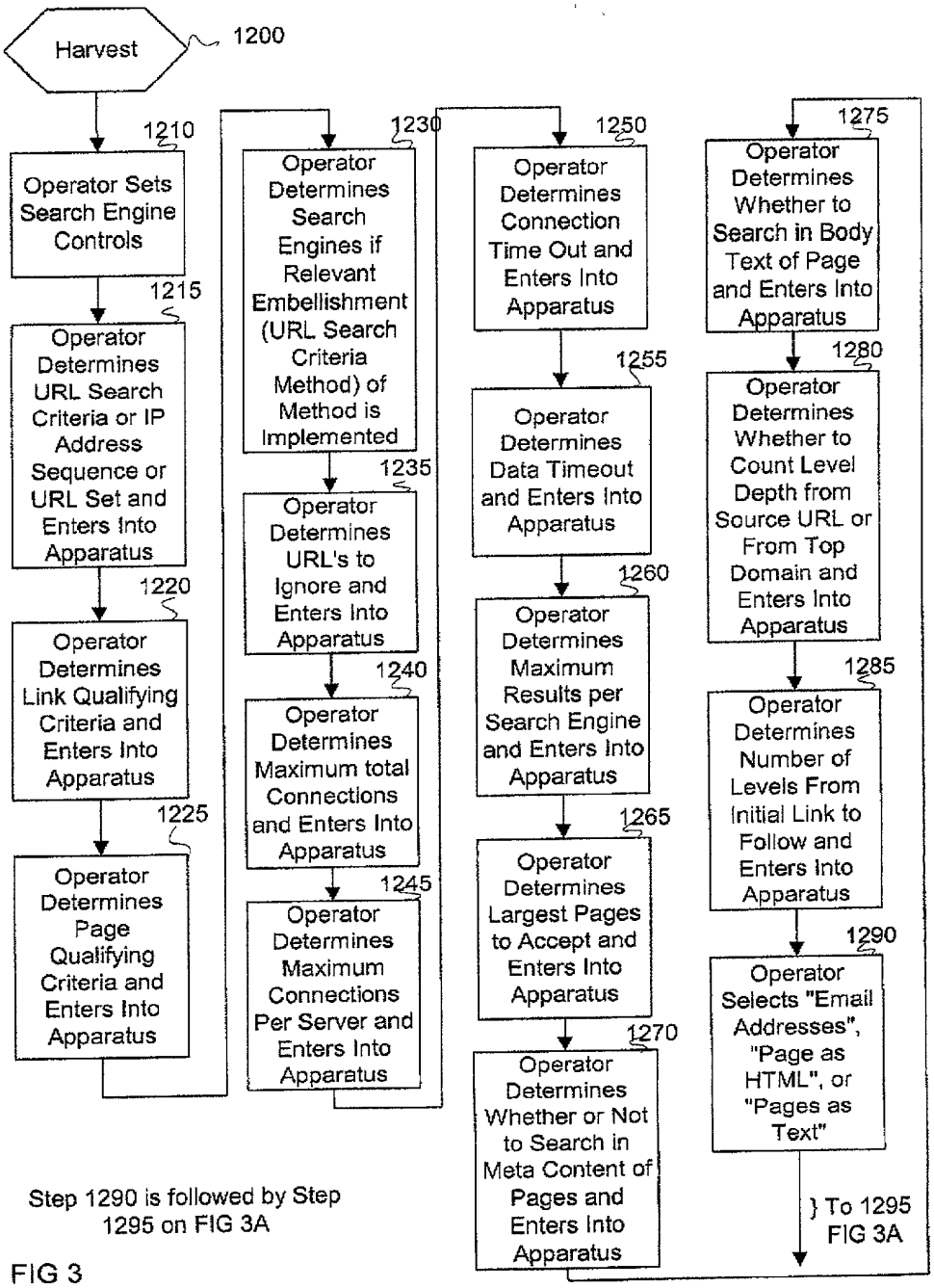
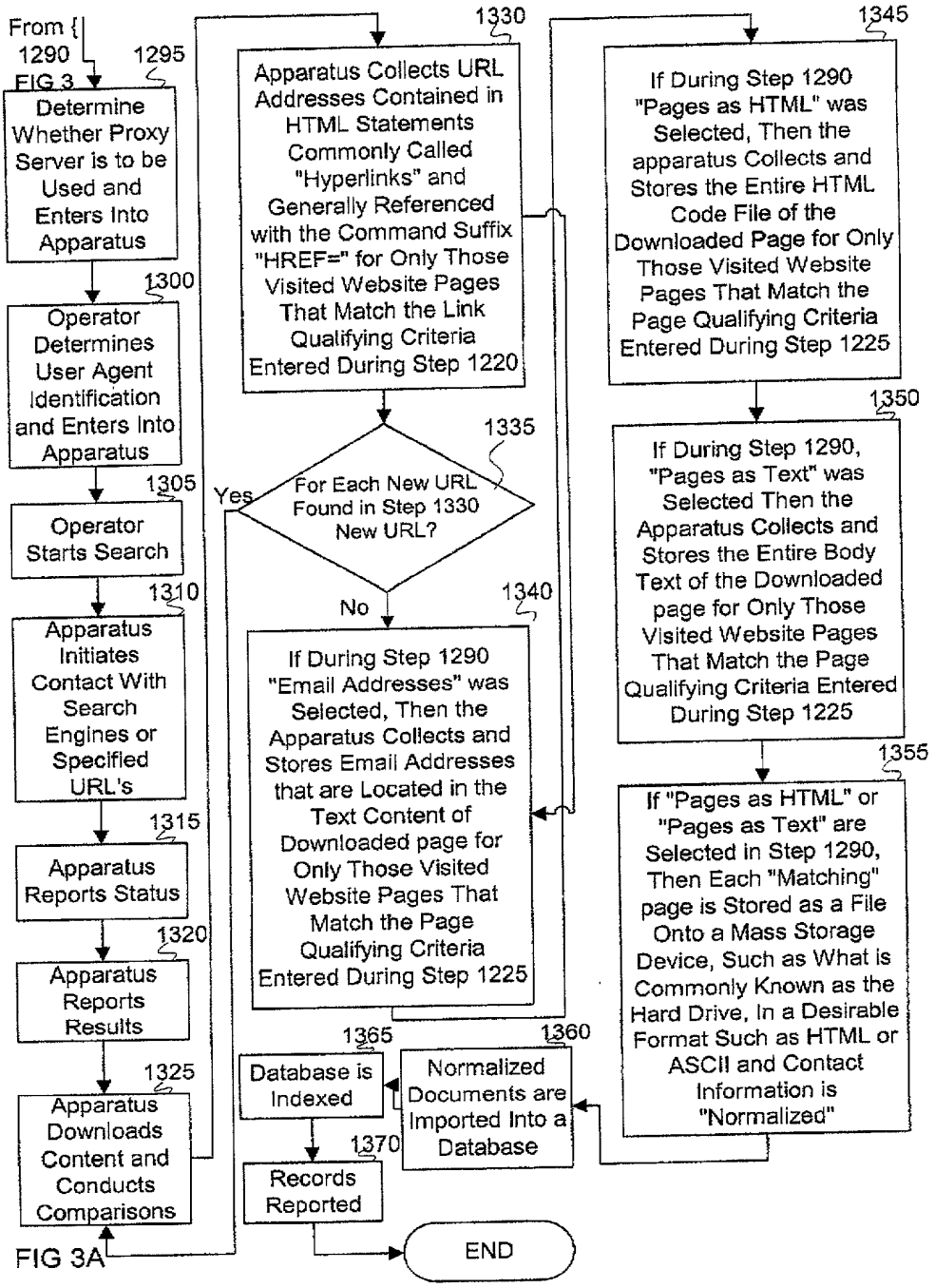


FIG 3

Document ID: US 6,654,734 B1


From { 1290 FIG 3
1295
Determine Whether Proxy Server is to be Used and Enters Into Apparatus
1300
Operator Determines User Agent Identification and Enters Into Apparatus
1305
Operator Starts Search
1310
Apparatus Initiates Contact With Search Engines or Specified URL's
1315
Apparatus Reports Status
1320
Apparatus Reports Results
1325
Apparatus Downloads Content and Conducts Comparisons
FIG 3A
1330
Apparatus Collects URL Addresses Contained in HTML Statements Commonly Called "Hyperlinks" and Generally Referenced with the Command Suffix "HREF=" for Only Those Visited Website Pages That Match the Link Qualifying Criteria Entered During Step 1220
1335
For Each New URL Found in Step 1330 New URL?
Yes
No
1340
If During Step 1290 "Email Addresses" was Selected, Then the Apparatus Collects and Stores Email Addresses that are Located in the Text Content of Downloaded page for Only Those Visited Website Pages That Match the Page Qualifying Criteria Entered During Step 1225
1345
If During Step 1290 "Pages as HTML" was Selected, Then the apparatus Collects and Stores the Entire HTML Code File of the Downloaded Page for Only Those Visited Website Pages That Match the Page Qualifying Criteria Entered During Step 1225
1350
If During Step 1290, "Pages as Text" was Selected Then the Apparatus Collects and Stores the Entire Body Text of the Downloaded page for Only Those Visited Website Pages That Match the Page Qualifying Criteria Entered During Step 1225
1355
If "Pages as HTML" or "Pages as Text" are Selected in Step 1290, Then Each "Matching" page is Stored as a File Onto a Mass Storage Device, Such as What is Commonly Known as the Hard Drive, In a Desirable Format Such as HTML or ASCII and Contact Information is "Normalized"
1360
Normalized Documents are Imported Into a Database
1365
Database is Indexed
1370
Records Reported
END

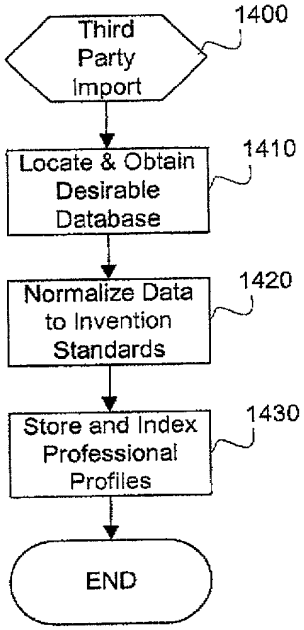

Third Party Import
1400
Locate & Obtain Desirable Database
1410
Normalize Data to Invention Standards
1420
Store and Index Professional Profiles
1430
END

FIG 3B

Attorney Docket No. 60655.0004US01

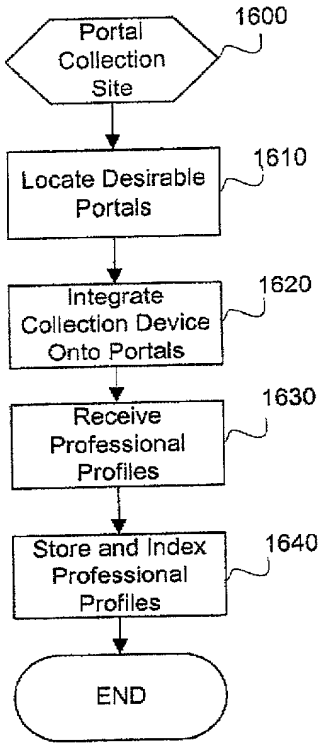


FIG 3C

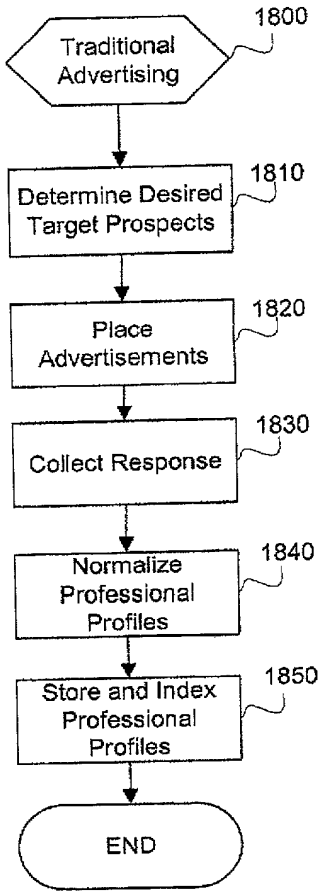

1800
Traditional Advertising
1810
Determine Desired Target Prospects
1820
Place Advertisements
1830
Collect Response
1840
Normalize Professional Profiles
1850
Store and Index Professional Profiles
END

FIG 3D

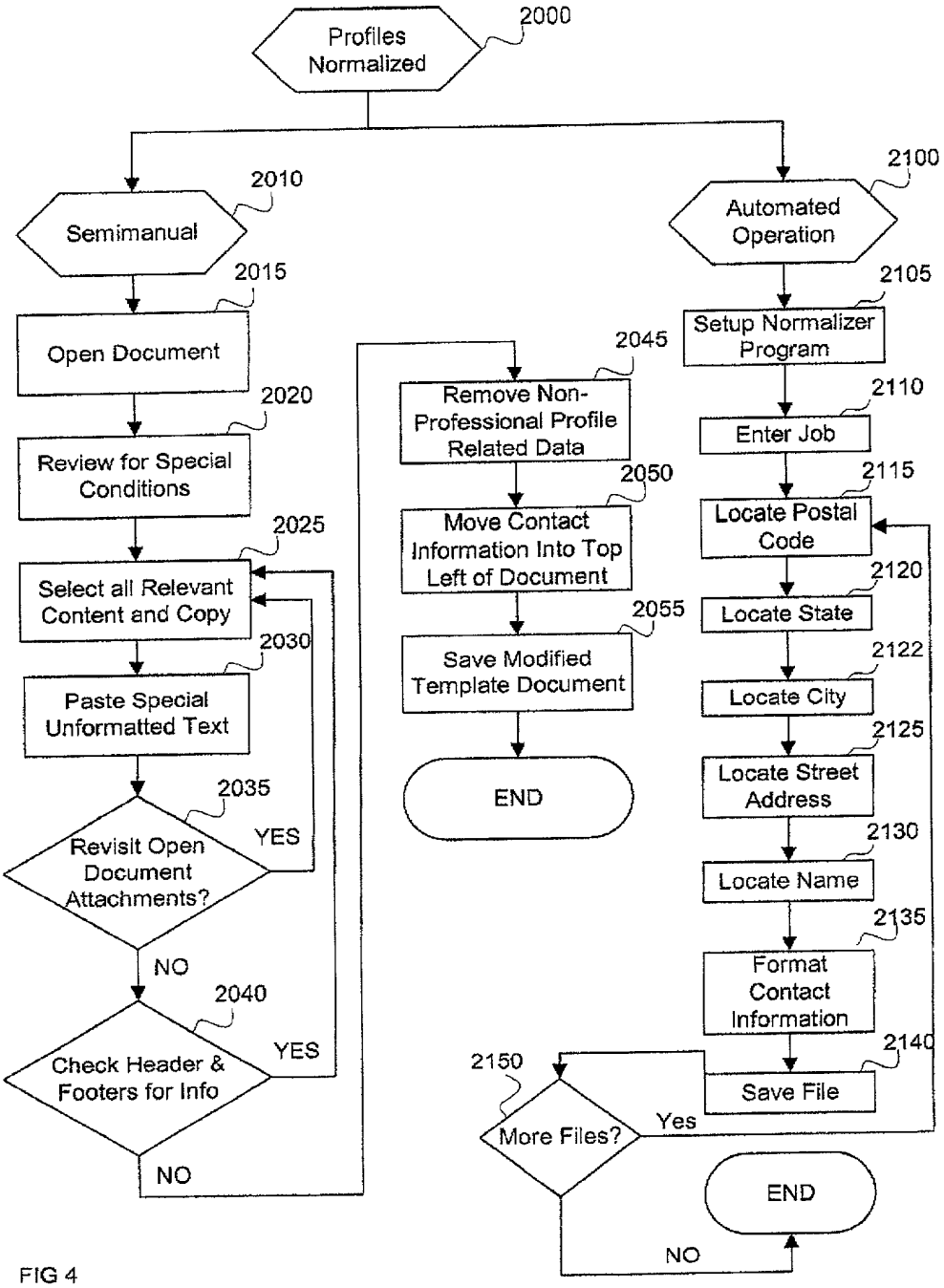

Profiles Normalized
2000
Semimanual
2010
Open Document
2015
Review for Special Conditions
2020
Select all Relevant Content and Copy
2025
Paste Special Unformatted Text
2030
Revisit Open Document Attachments?
2035
YES
NO
Check Header & Footers for Info
2040
YES
NO
Automated Operation
2100
Setup Normalizer Program
2105
Enter Job
2110
Locate Postal Code
2115
Locate State
2120
Locate City
2122
Locate Street Address
2125
Locate Name
2130
Format Contact Information
2135
Save File
2140
More Files?
2150
Yes
NO
END
Remove Non-Professional Profile Related Data
2045
Move Contact Information Into Top Left of Document
2050
Save Modified Template Document
2055
END

FIG 4

Document ID: US 2003/0204481 A1

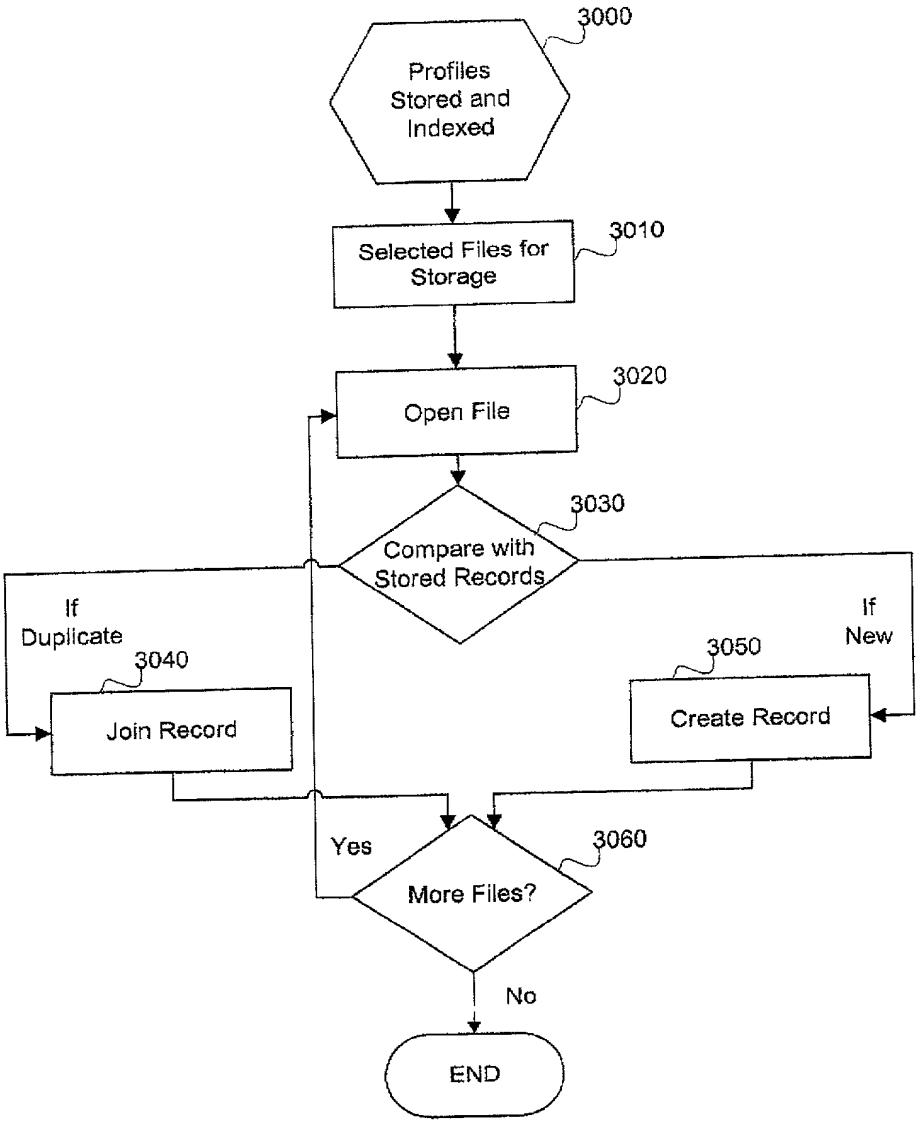


FIG 5

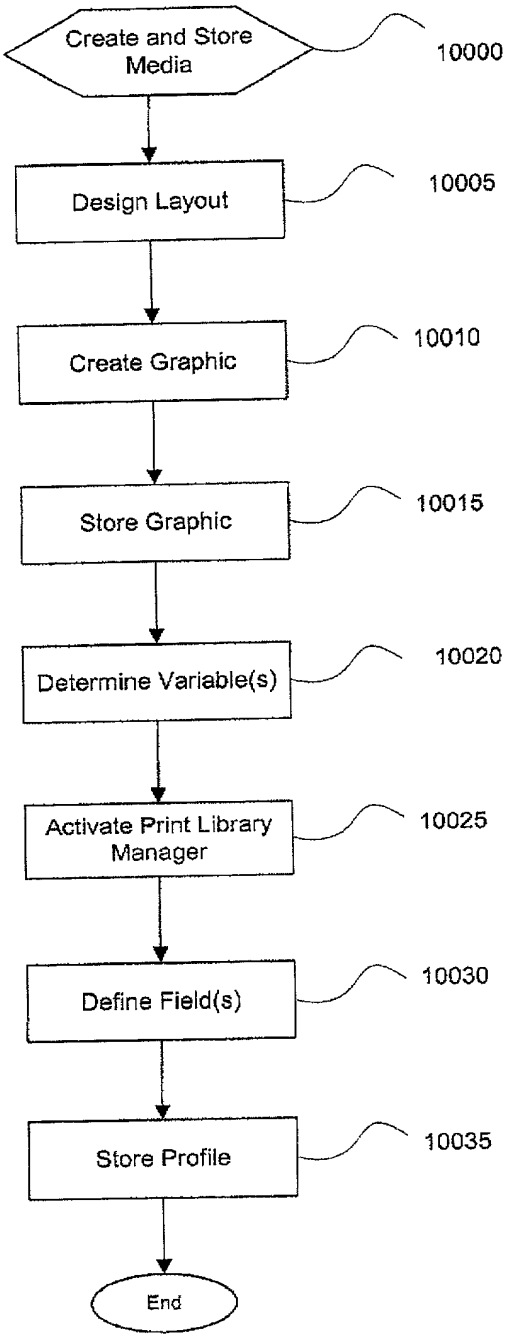

Create and Store Media
10000
Design Layout
10005
Create Graphic
10010
Store Graphic
10015
Determine Variable(s)
10020
Activate Print Library Manager
10025
Define Field(s)
10030
Store Profile
10035
End

FIG 6

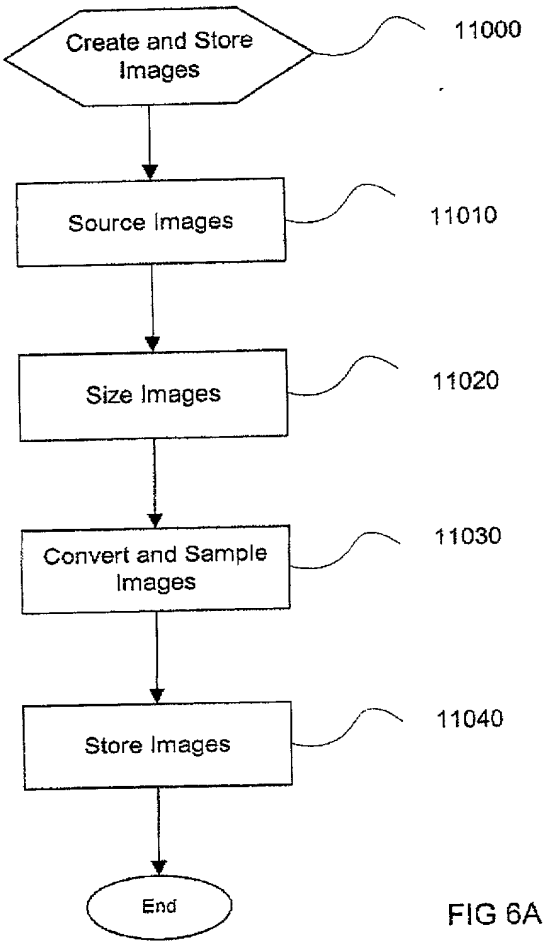

Create and Store Images
11000
Source Images
11010
Size Images
11020
Convert and Sample Images
11030
Store Images
11040
End

FIG 6A

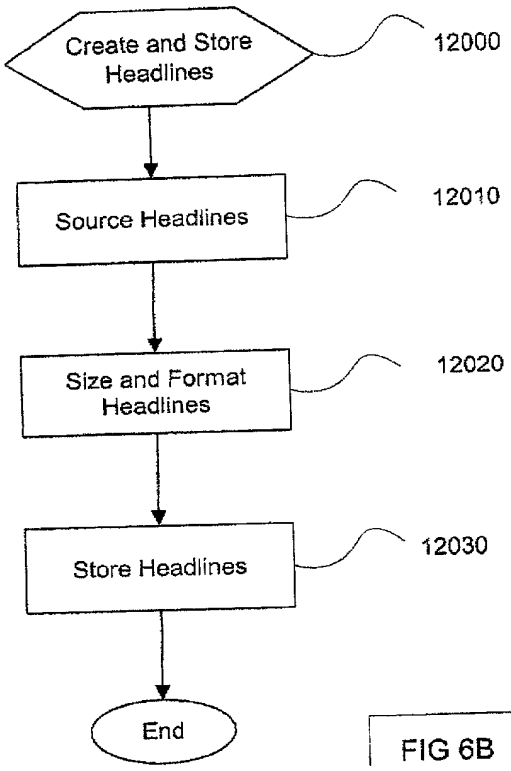

Create and Store Headlines
12000
Source Headlines
12010
Size and Format Headlines
12020
Store Headlines
12030
End

FIG 6B

TOP20 "REPORT"

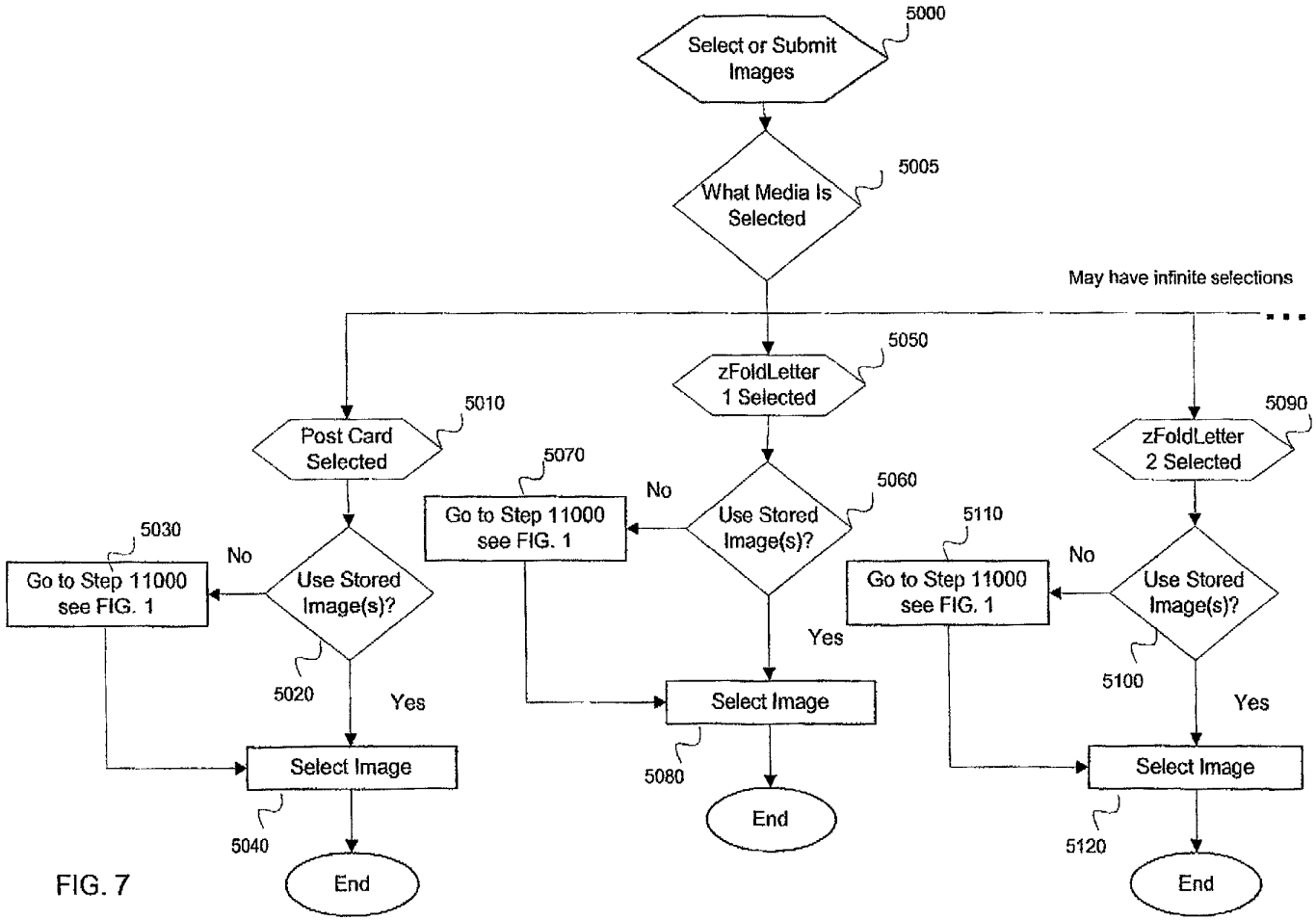


FIG. 7

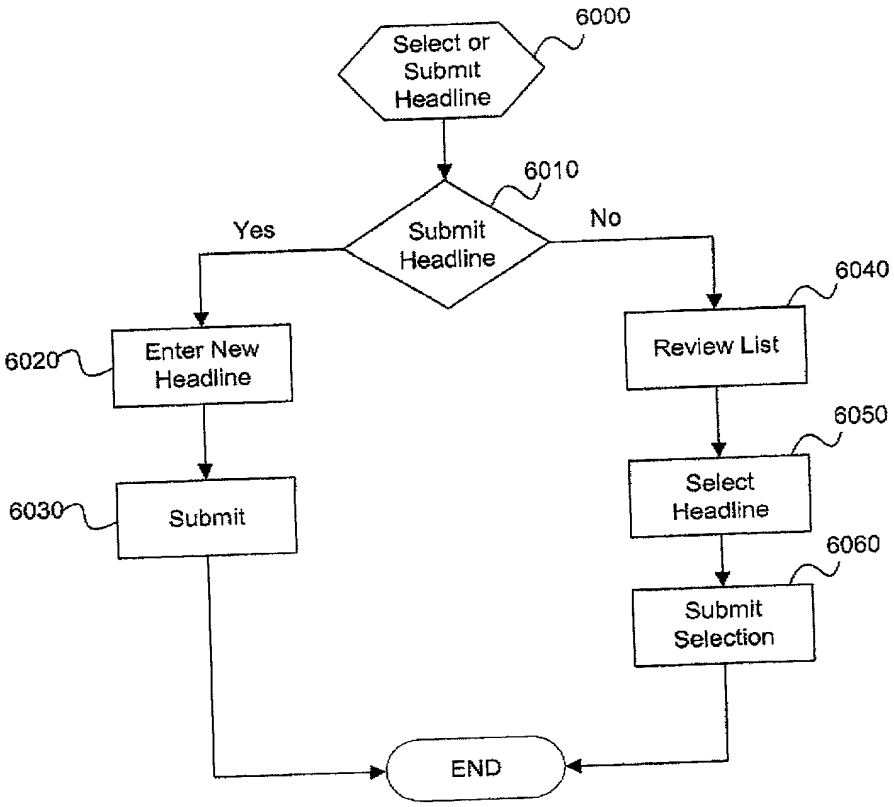

6000
Select or Submit Headline
6010
Submit Headline
Yes
No
6020
Enter New Headline
6030
Submit
6040
Review List
6050
Select Headline
6060
Submit Selection
END

FIG 8

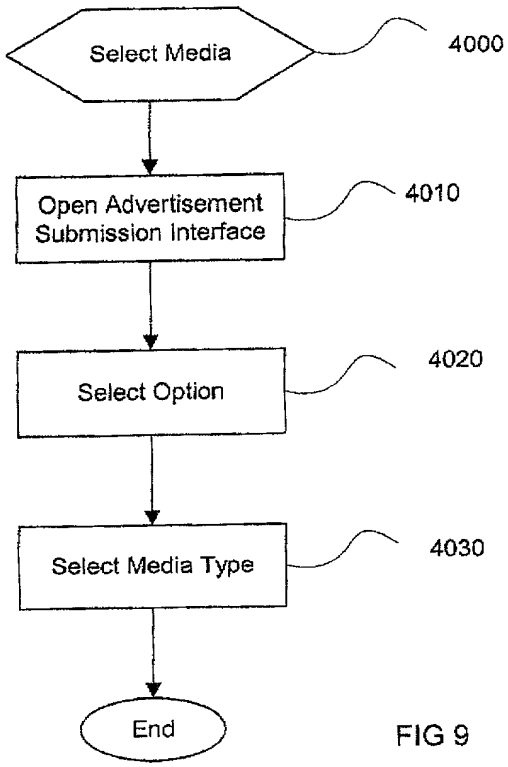

Select Media
4000
Open Advertisement Submission Interface
4010
Select Option
4020
Select Media Type
4030
End

FIG 9

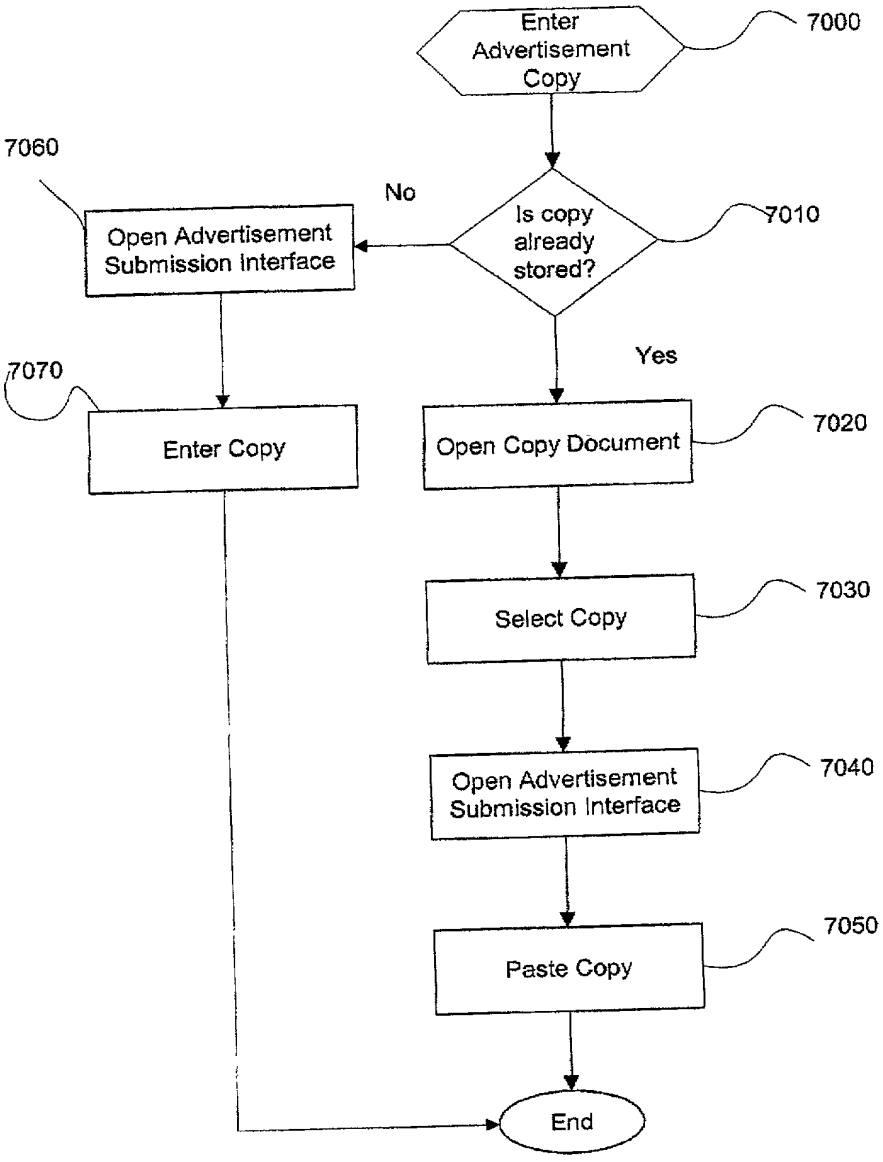

Enter Advertisement Copy
7000
Is copy already stored?
7010
No
Yes
7060
Open Advertisement Submission Interface
7070
Enter Copy
Open Copy Document
7020
Select Copy
7030
Open Advertisement Submission Interface
7040
Paste Copy
7050
End

FIG 10

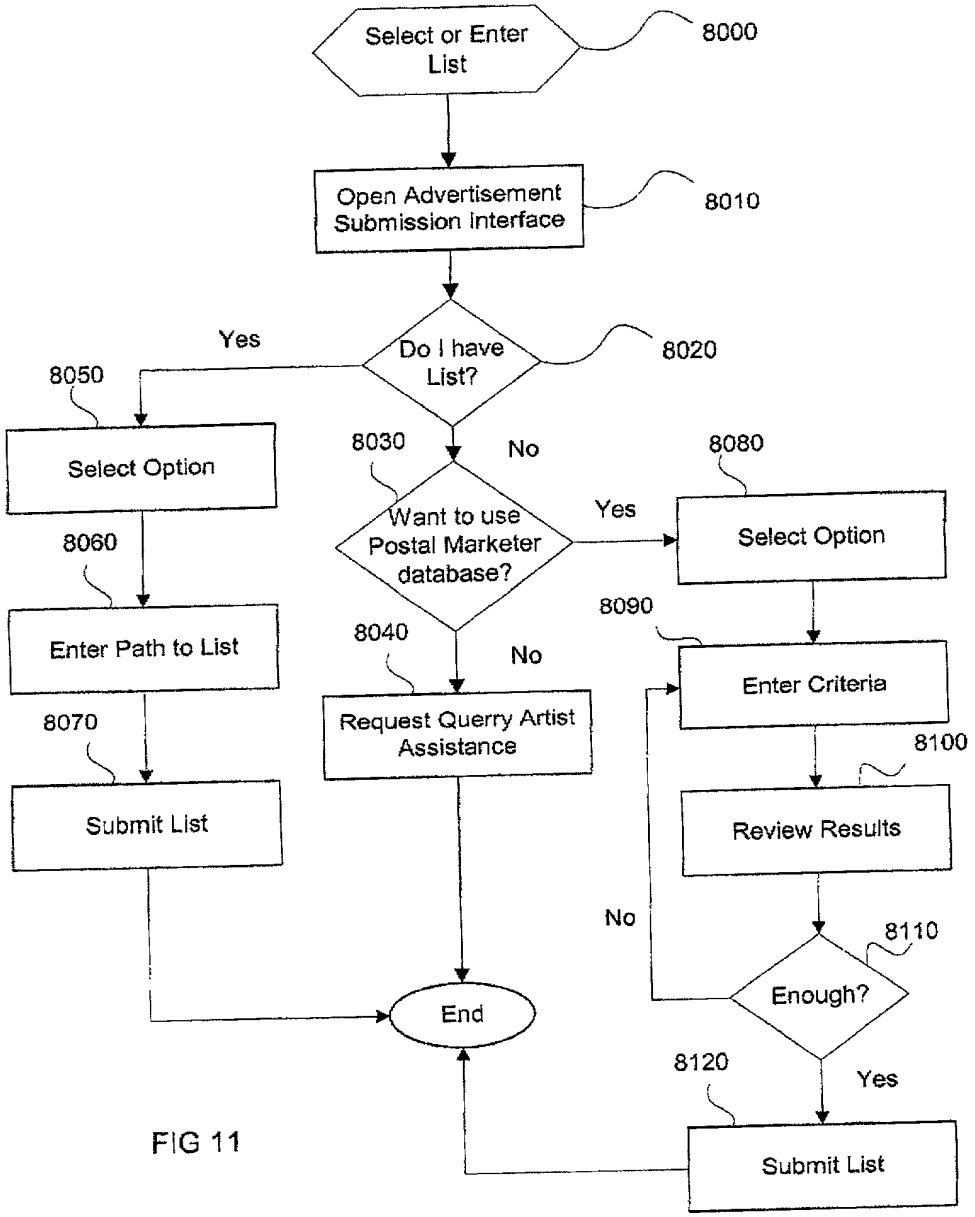

Select or Enter List
8000
Open Advertisement Submission Interface
8010
Do I have List?
8020
Yes
No
8050
Select Option
8060
Enter Path to List
8070
Submit List
8030
Want to use Postal Marketer database?
Yes
No
8040
Request Querry Artist Assistance
8080
Select Option
8090
Enter Criteria
8100
Review Results
No
8110
Enough?
Yes
8120
Submit List
End

FIG 11

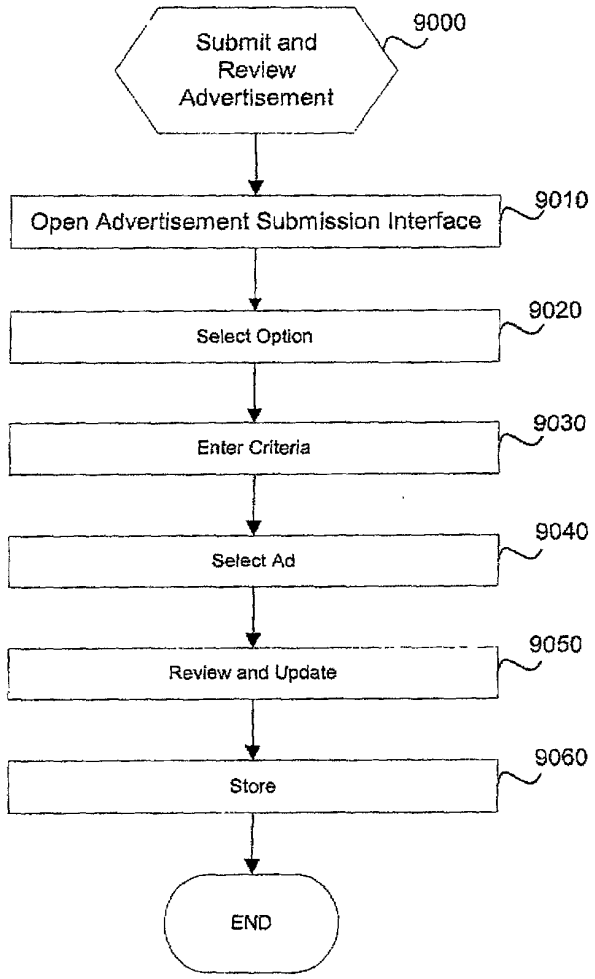

Submit and Review Advertisement
9000
Open Advertisement Submission Interface
9010
Select Option
9020
Enter Criteria
9030
Select Ad
9040
Review and Update
9050
Store
9060
END

FIG 12

Harvester Apparatus

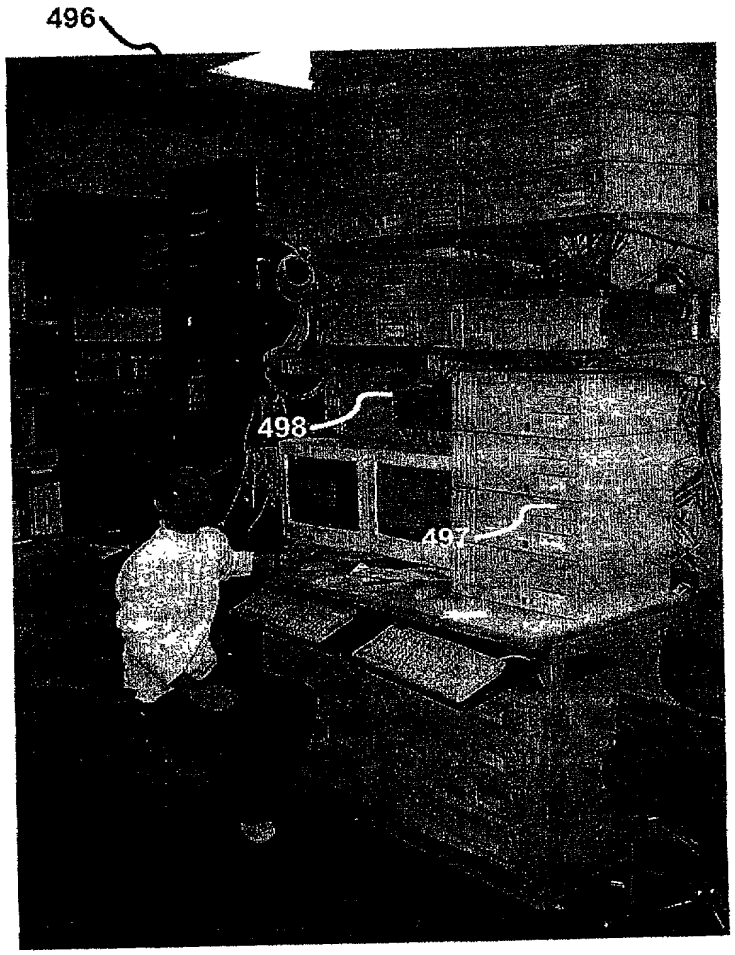


FIG 13

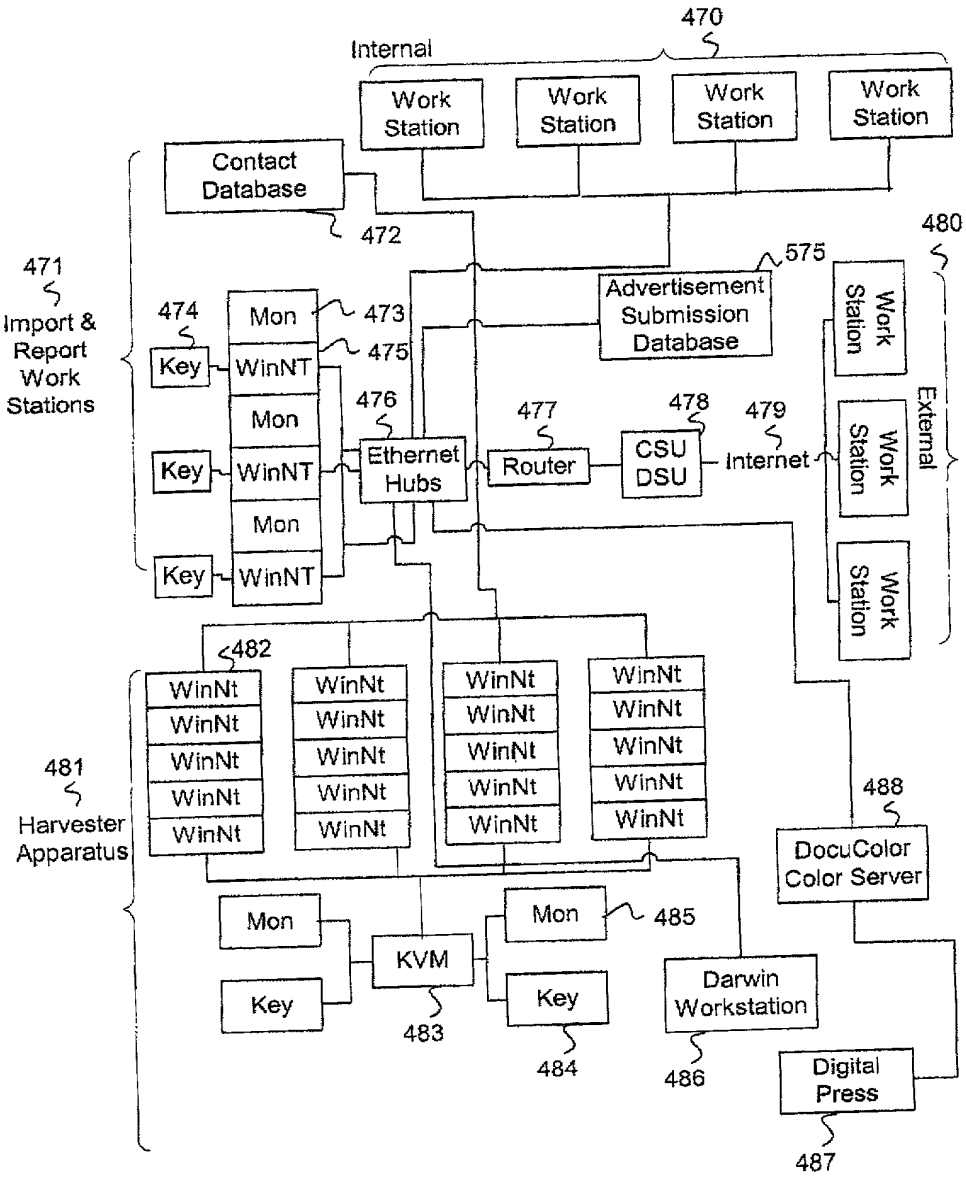

470
Internal
Work Station
Work Station
Work Station
Work Station
Contact Database
472
480
575
Advertisement Submission Database
Work Station
External
Work Station
Work Station
471
Import & Report Work Stations
474
Mon
473
Key
WinNT
475
Mon
476
Key
WinNT
Ethernet Hubs
477
Router
478
CSU DSU
479
Internet
Mon
Key
WinNT
482
WinNt
481
Harvester Apparatus
488
DocuColor Color Server
Mon
485
KVM
Key
Mon
Key
483
484
Darwin Workstation
486
Digital Press
487

FIG 14

TOSHIBA TEC 1660

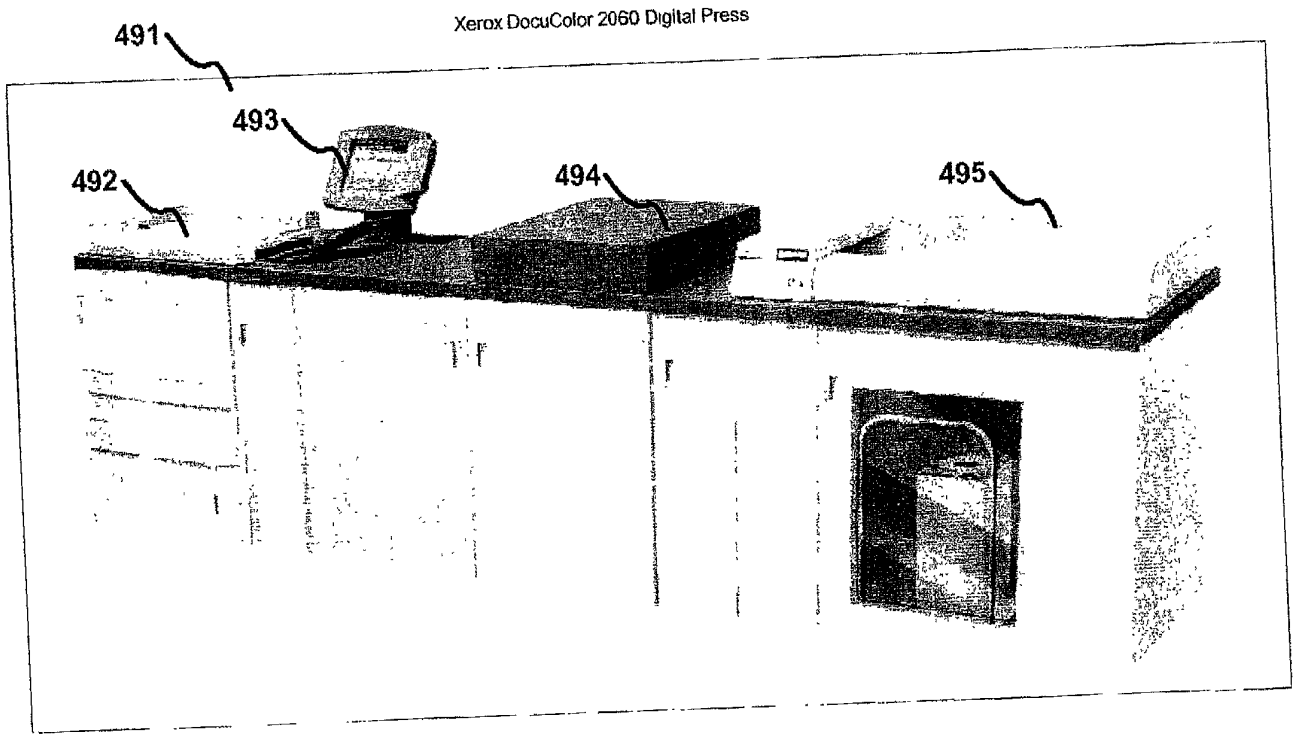


FIG 15

Xerox DocuColor 2000 CSX Server

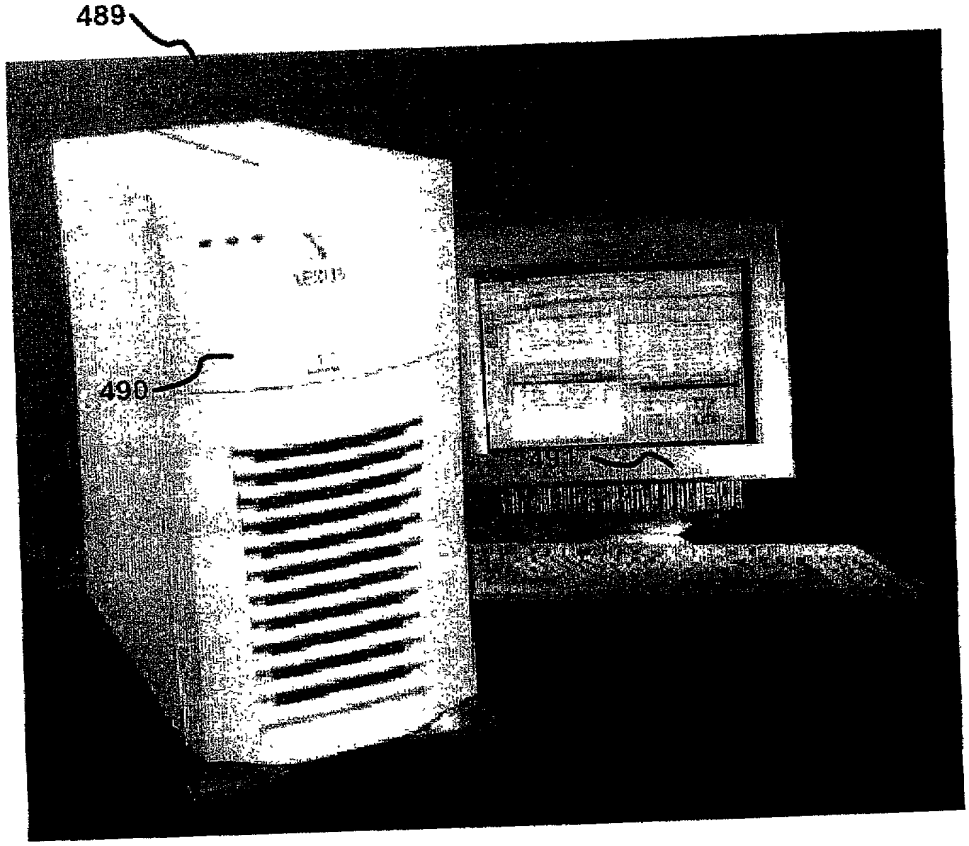


FIG 16

Contact Database Diagram

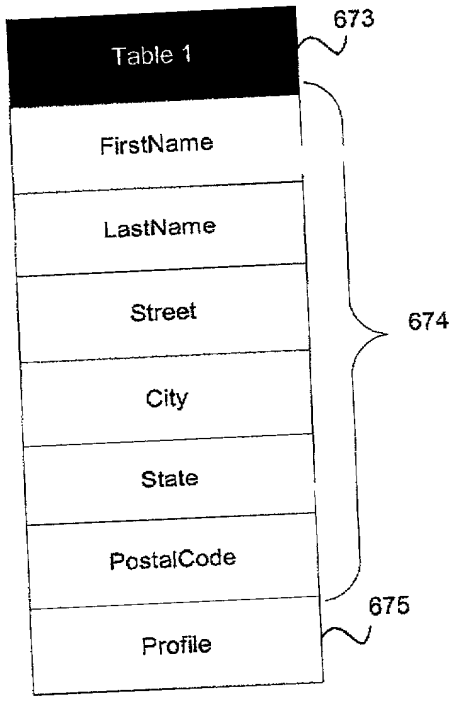


FIG 17

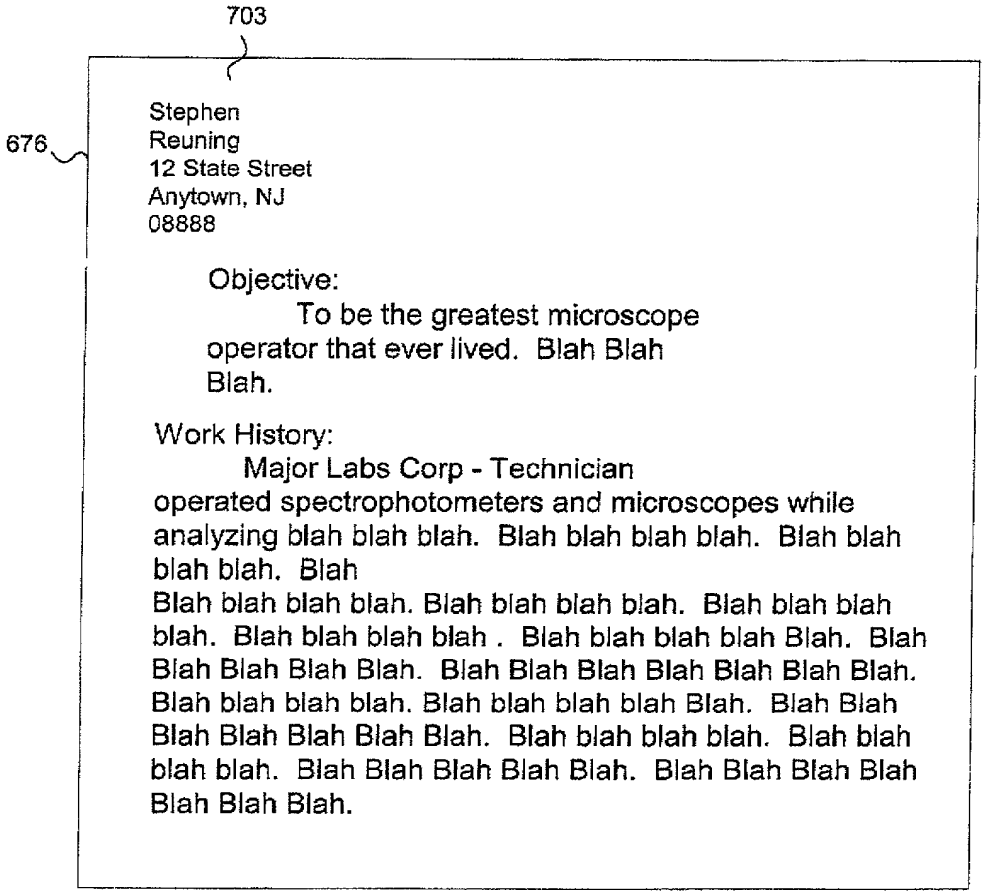


FIG 18

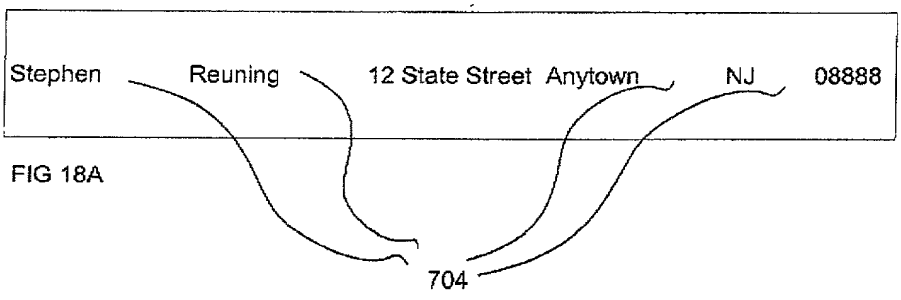


FIG 18A

T0h2C0*h20Tf660

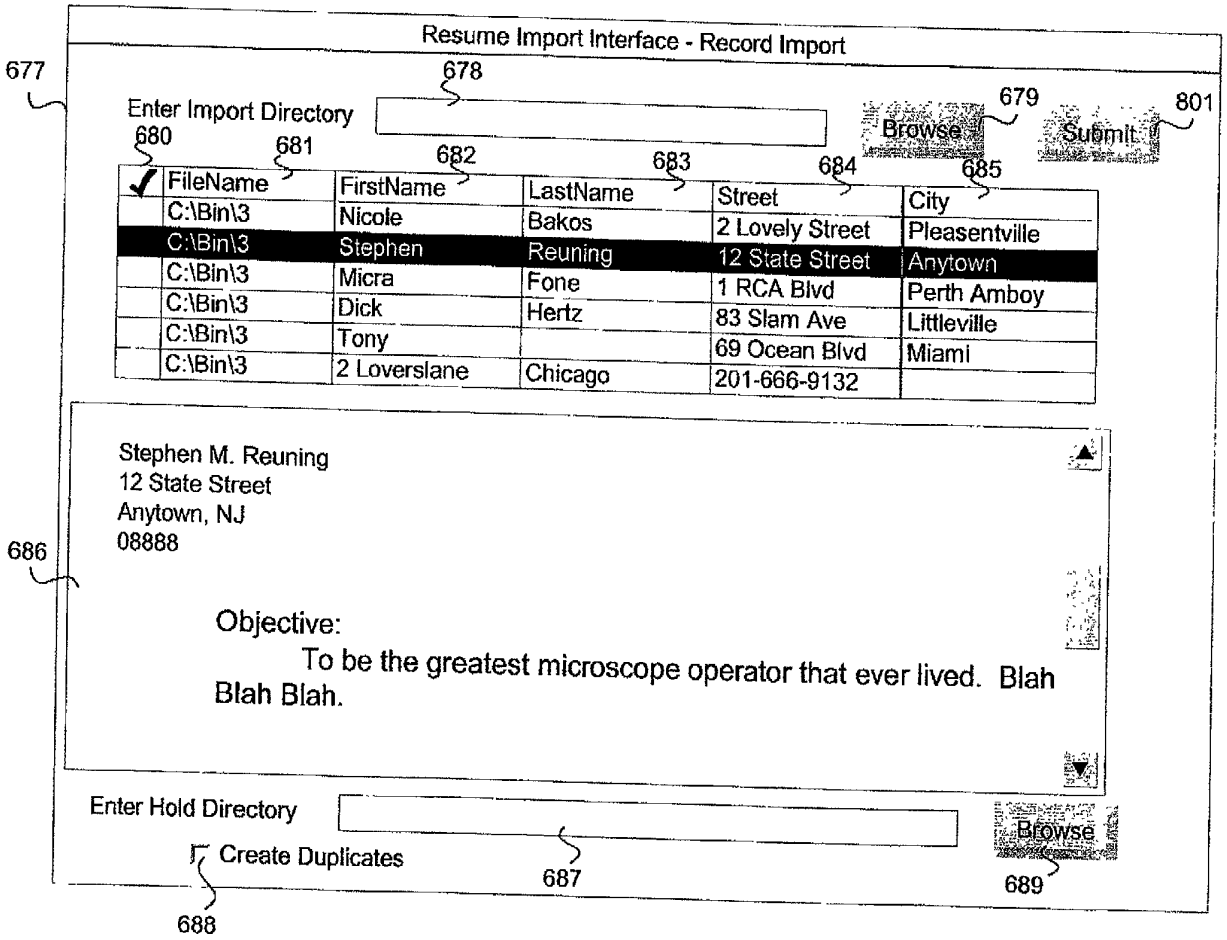


FIG 19

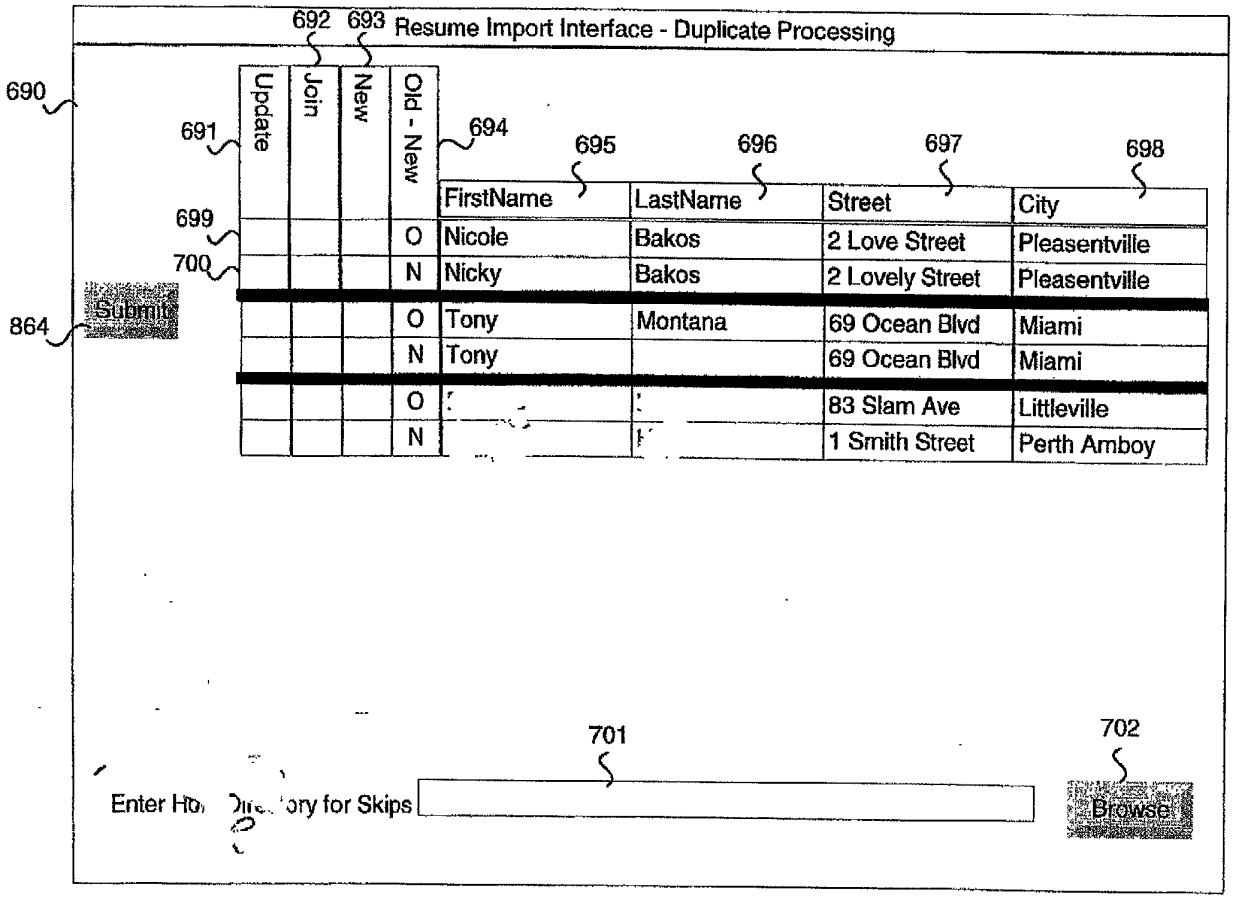

Resume Import Interface - Duplicate Processing
690
691
692
693
694
695
696
697
698
699
700
864
Update
Join
New
Old - New
FirstName
LastName
Street
City
O
Nicole
Bakos
2 Love Street
Pleasentville
N
Nicky
Bakos
2 Lovely Street
Pleasentville
O
Tony
Montana
69 Ocean Blvd
Miami
N
Tony
69 Ocean Blvd
Miami
O
83 Slam Ave
Littleville
N
1 Smith Street
Perth Amboy
Submit
701
702
Enter Ho
ory for Skips
Browse

FIG 20

T0820 T20T660

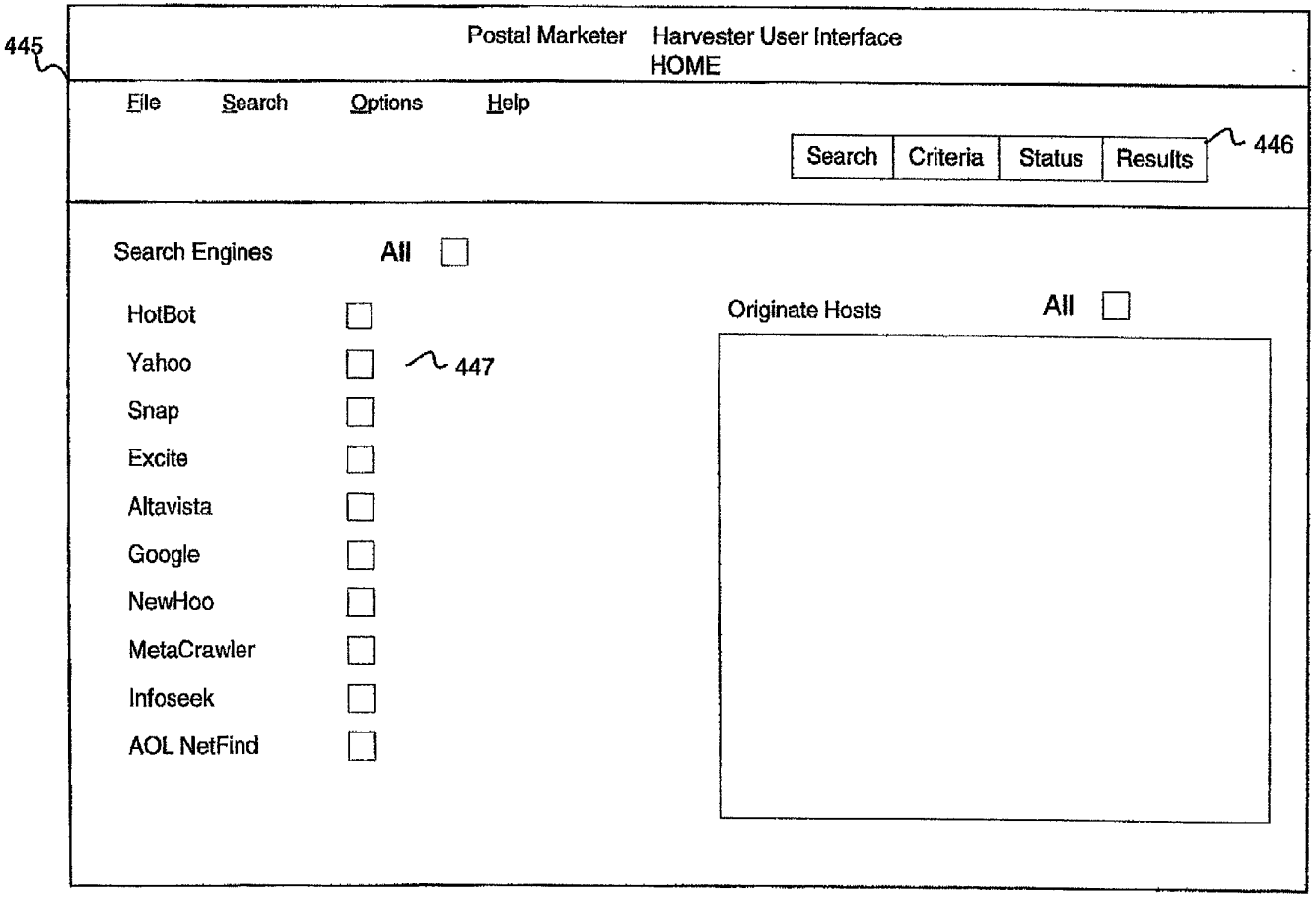


FIG 21

FOREGROUND

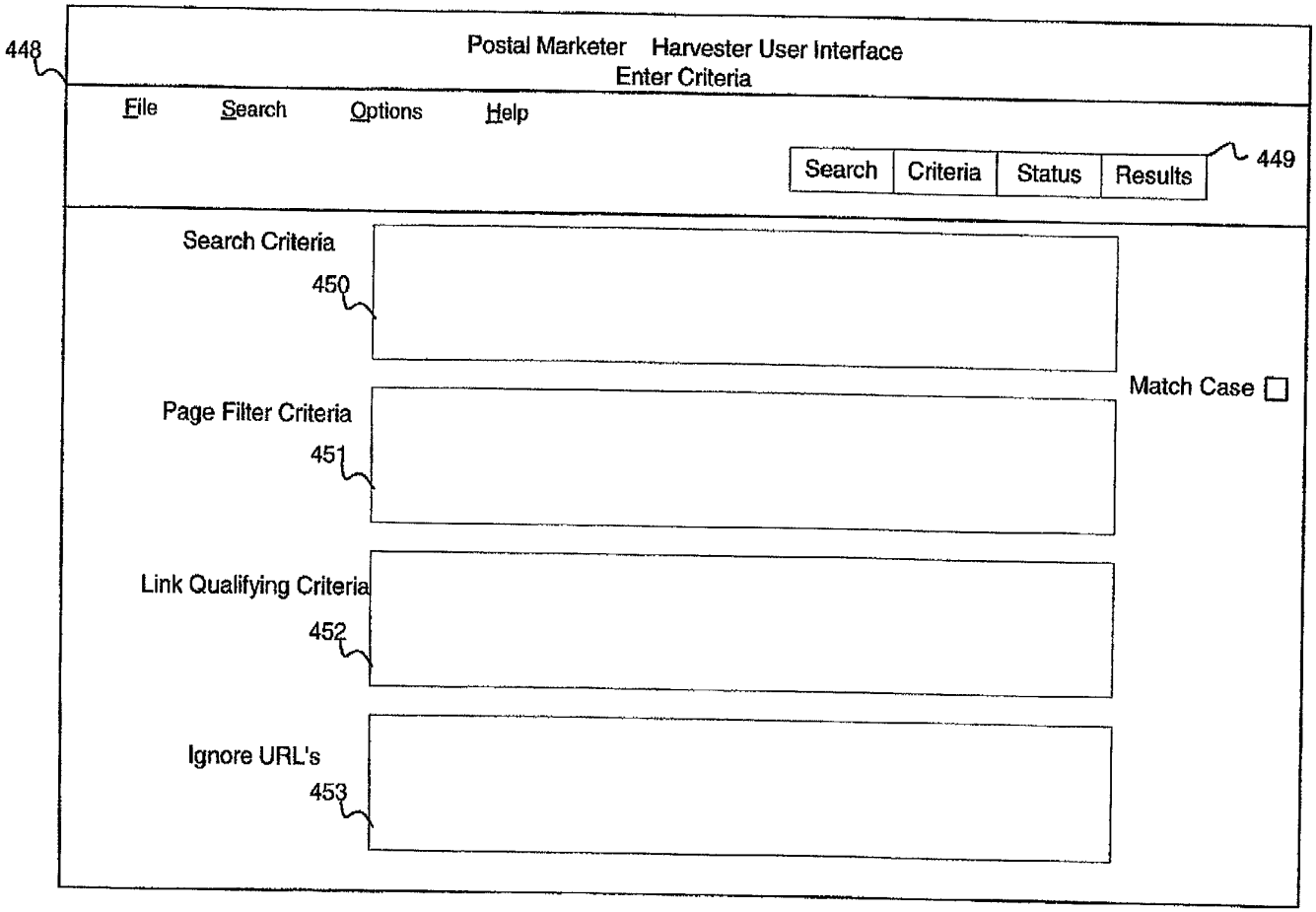


FIG 22

PATENT APPLICATION

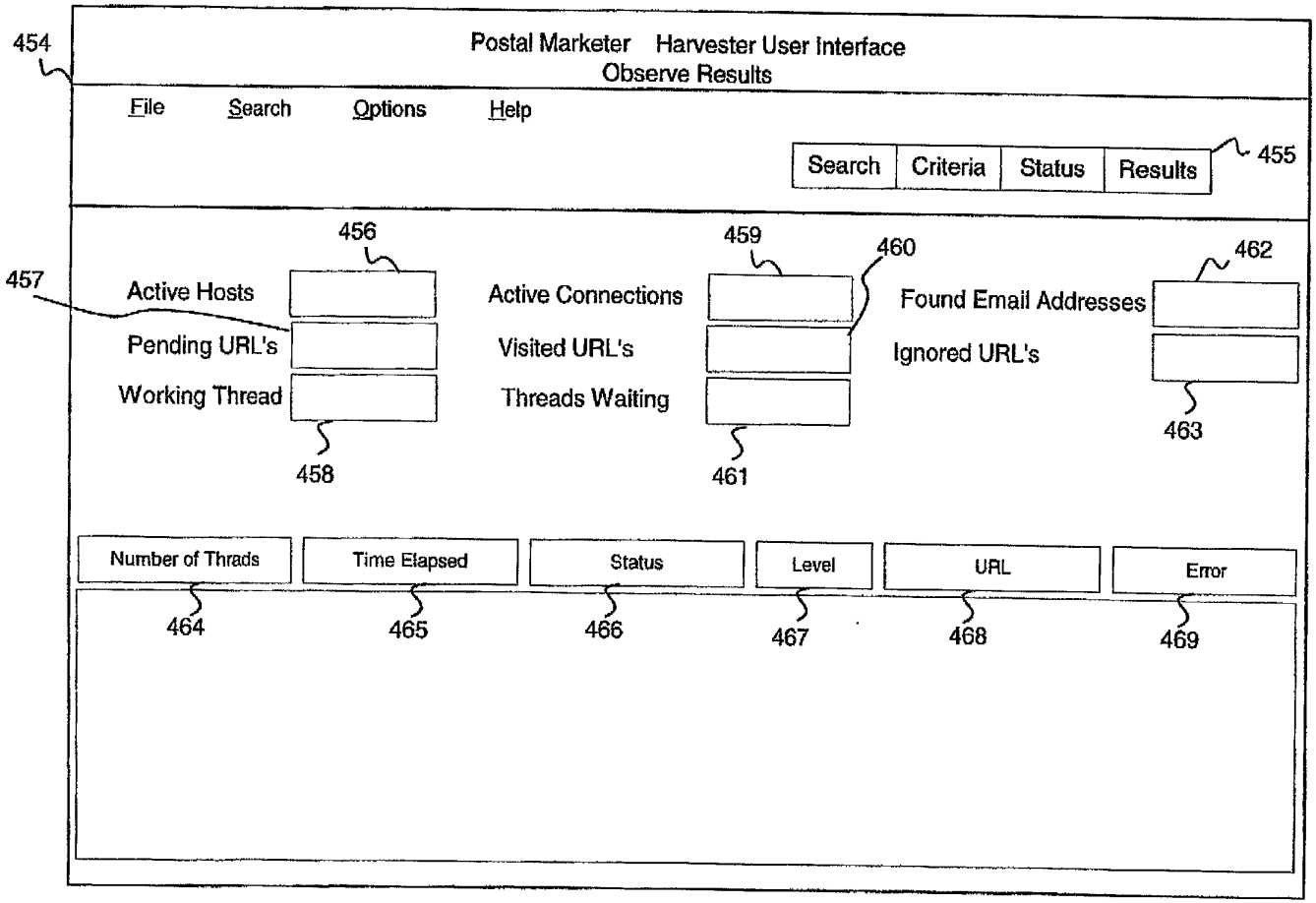


FIG 23

TOKEN-HOLDER

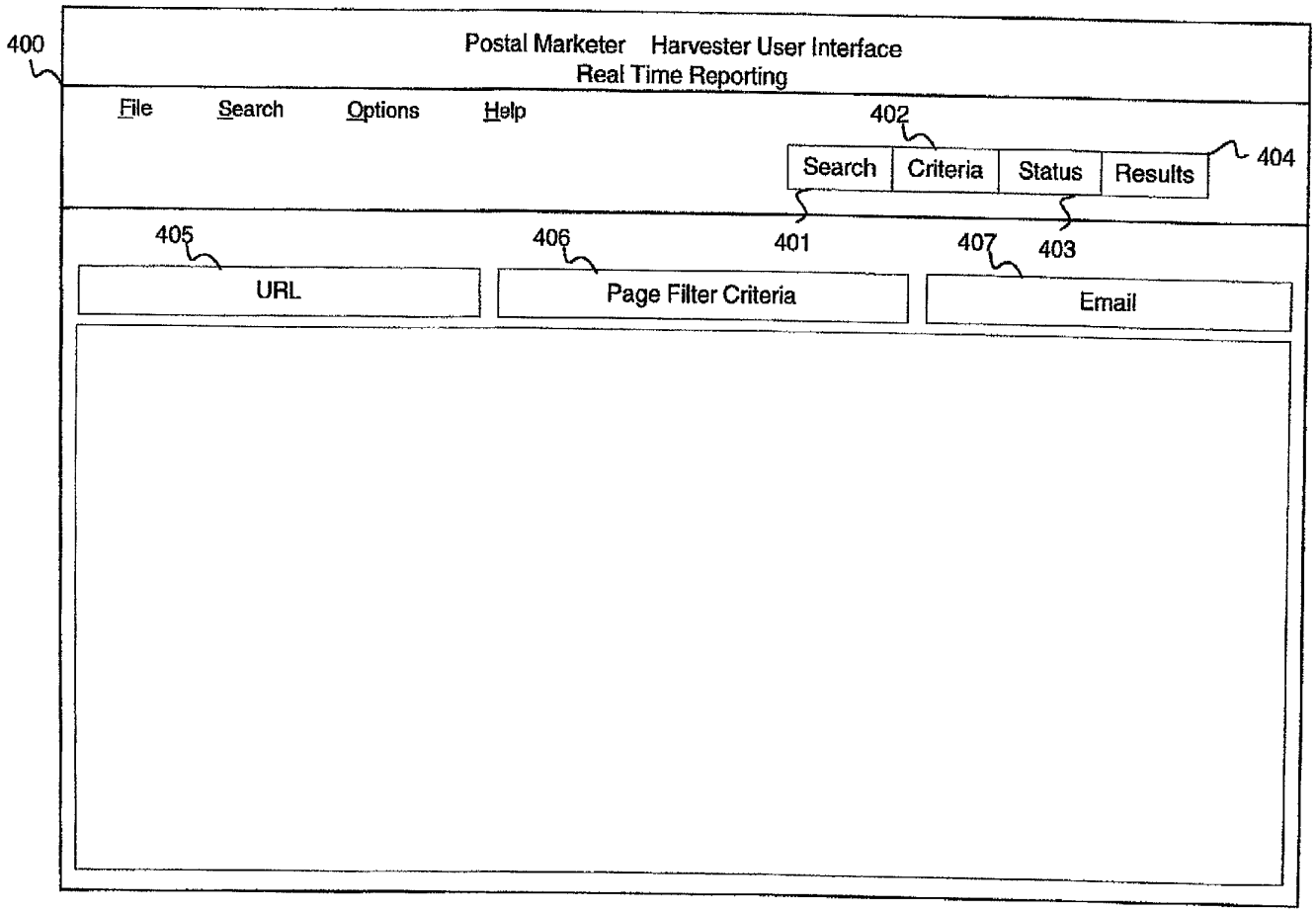


FIG 24

TOH320 "H20T7660

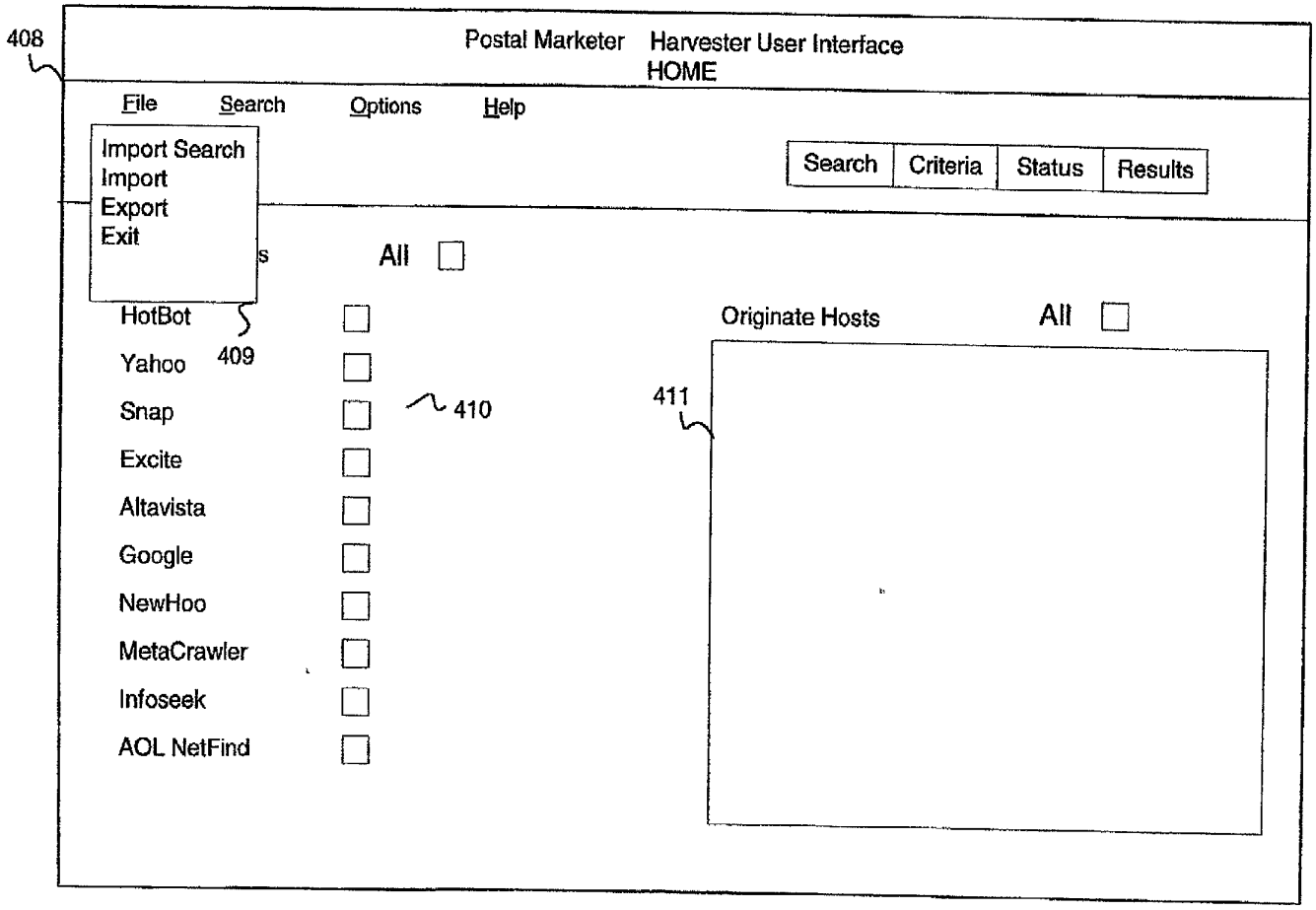


FIG 25

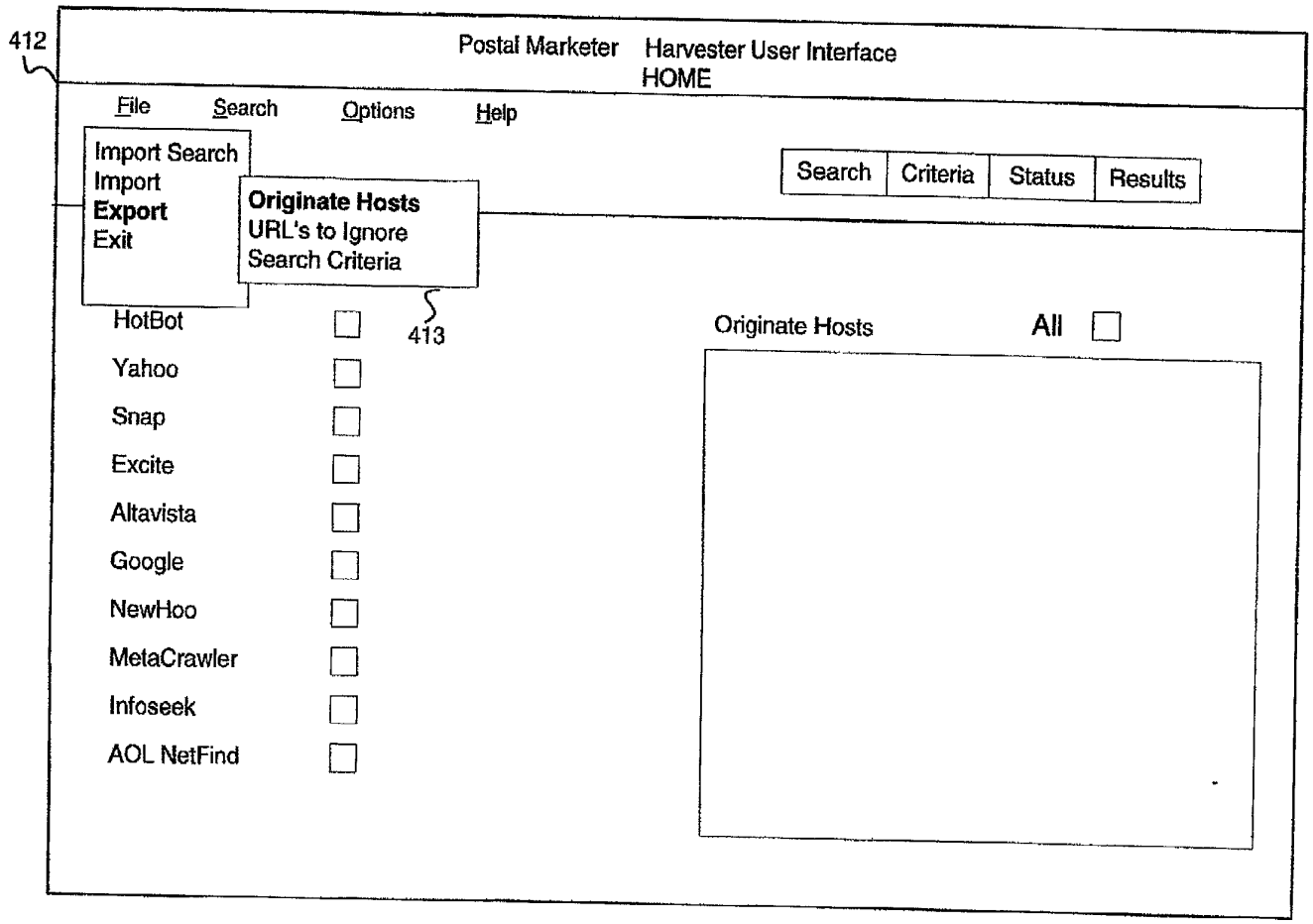

412
Postal Marketer Harvester User Interface
HOME
File
Search
Options
Help
Import Search
Import
Export
Exit
Originate Hosts
URL's to Ignore
Search Criteria
413
Search
Criteria
Status
Results
HotBot
Yahoo
Snap
Excite
Altavista
Google
NewHoo
MetaCrawler
Infoseek
AOL NetFind
Originate Hosts
All

FIG 26

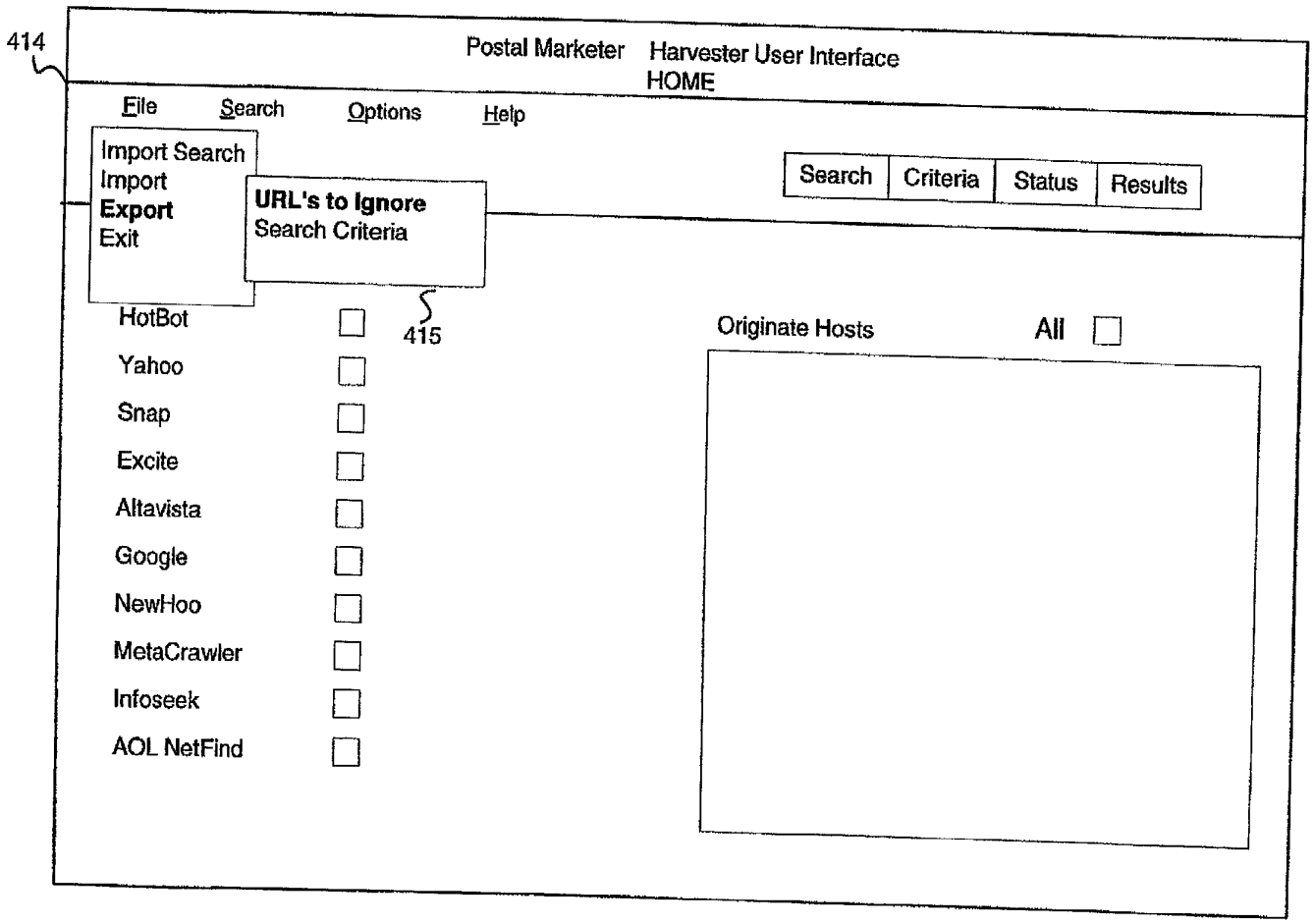

414
Postal Marketer Harvester User Interface
HOME
File
Search
Options
Help
Import Search
Import
Export
Exit
URL's to Ignore
Search Criteria
415
Search
Criteria
Status
Results
HotBot
Yahoo
Snap
Excite
Altavista
Google
NewHoo
MetaCrawler
Infoseek
AOL NetFind
Originate Hosts
All

FIG 27

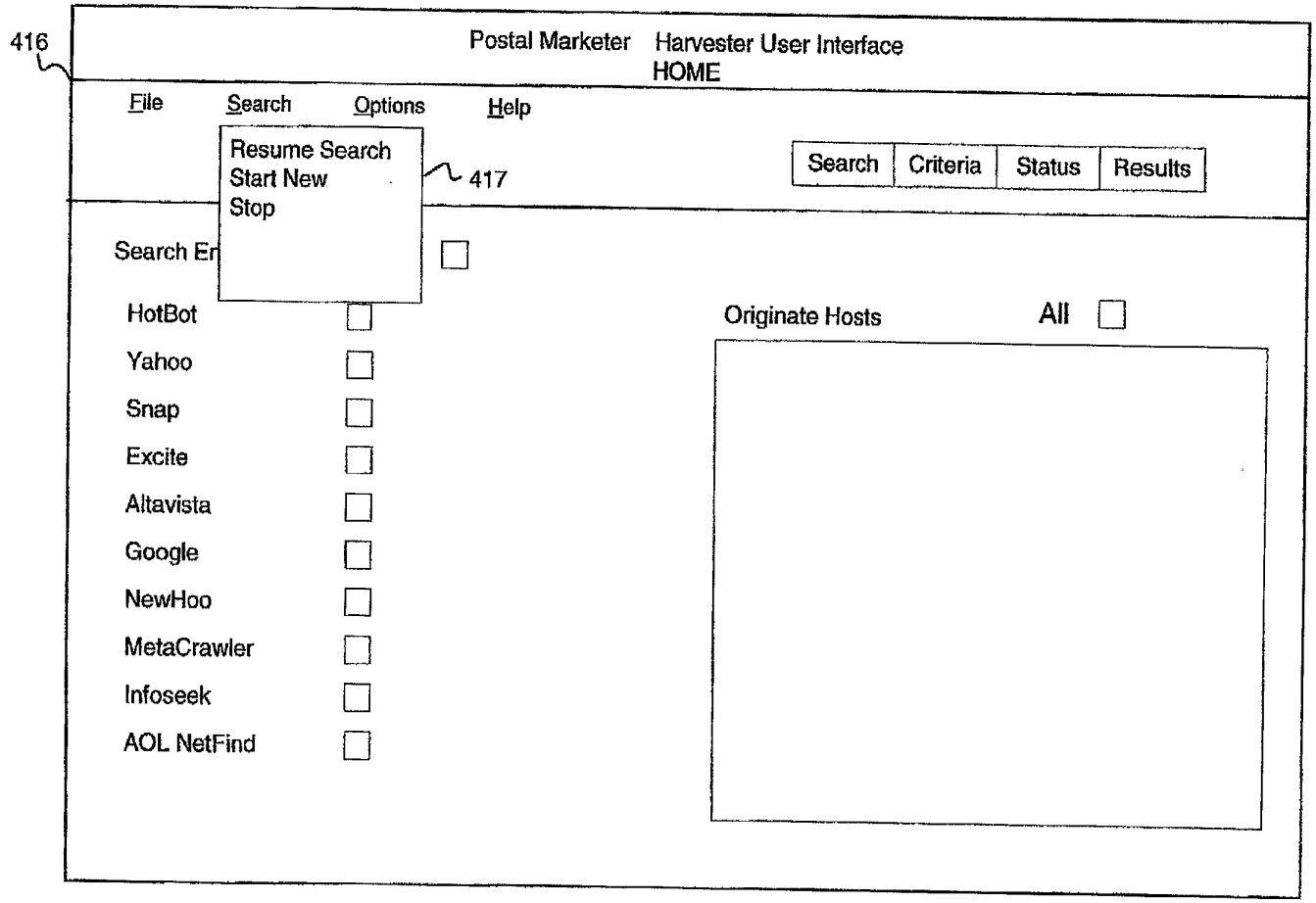

416
Postal Marketer Harvester User Interface
HOME
File
Search
Options
Help
Resume Search
Start New
Stop
417
Search
Criteria
Status
Results
Search Er
HotBot
Yahoo
Snap
Excite
Altavista
Google
NewHoo
MetaCrawler
Infoseek
AOL NetFind
Originate Hosts
All

FIG 28

T0462S-1207660

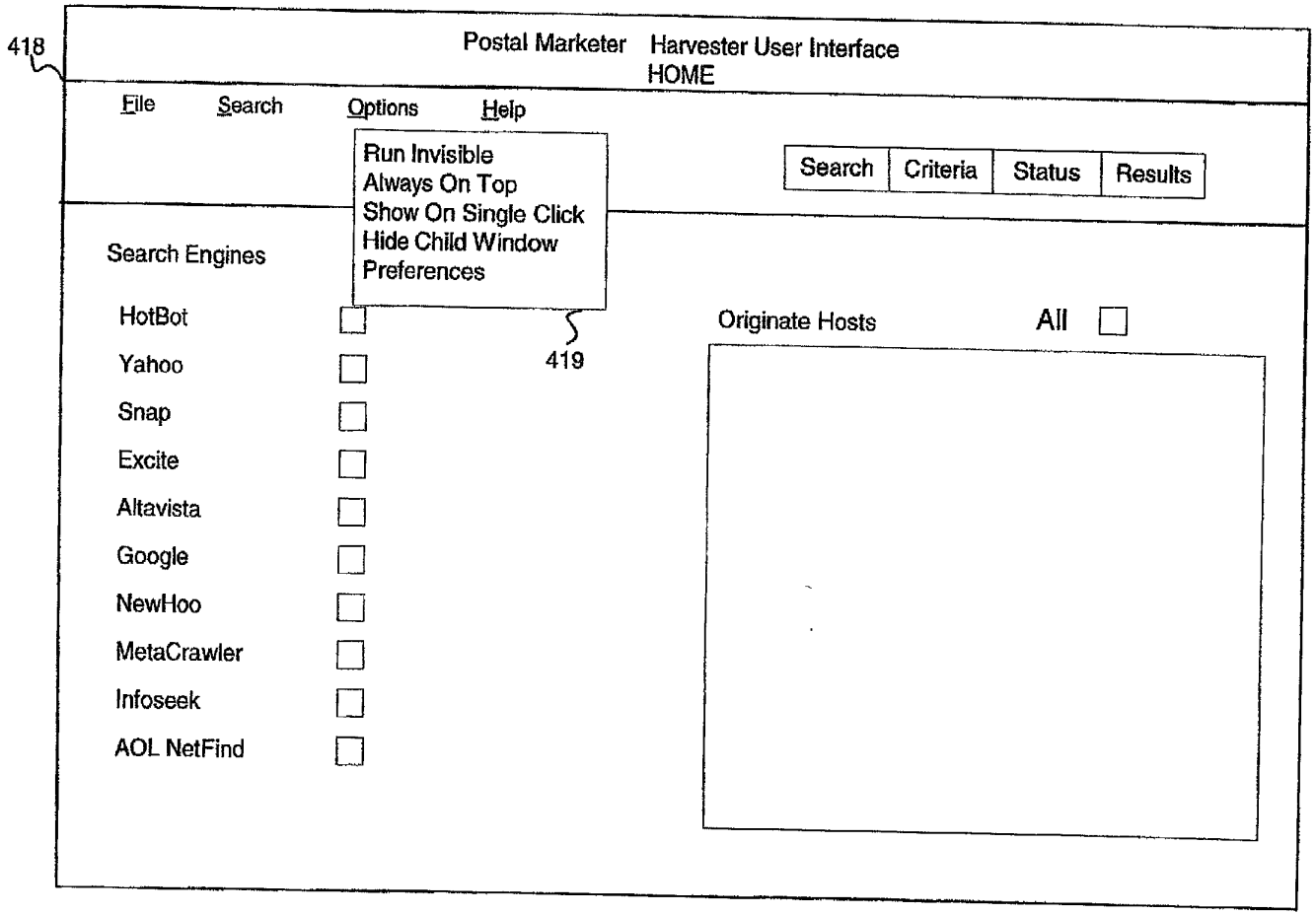


FIG 29

PATENT APPLICATION

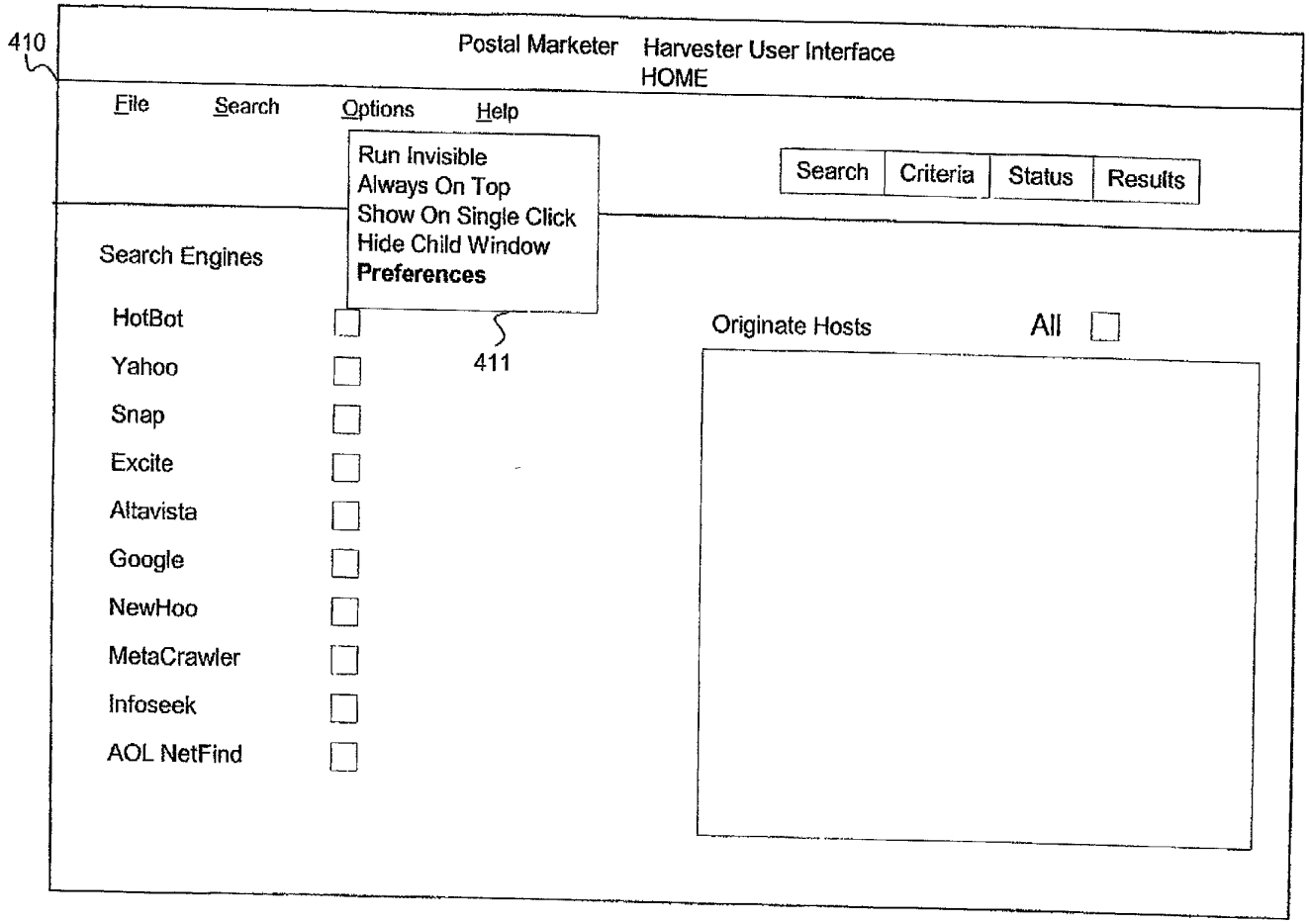


FIG 30

TOWER 'ADDITED

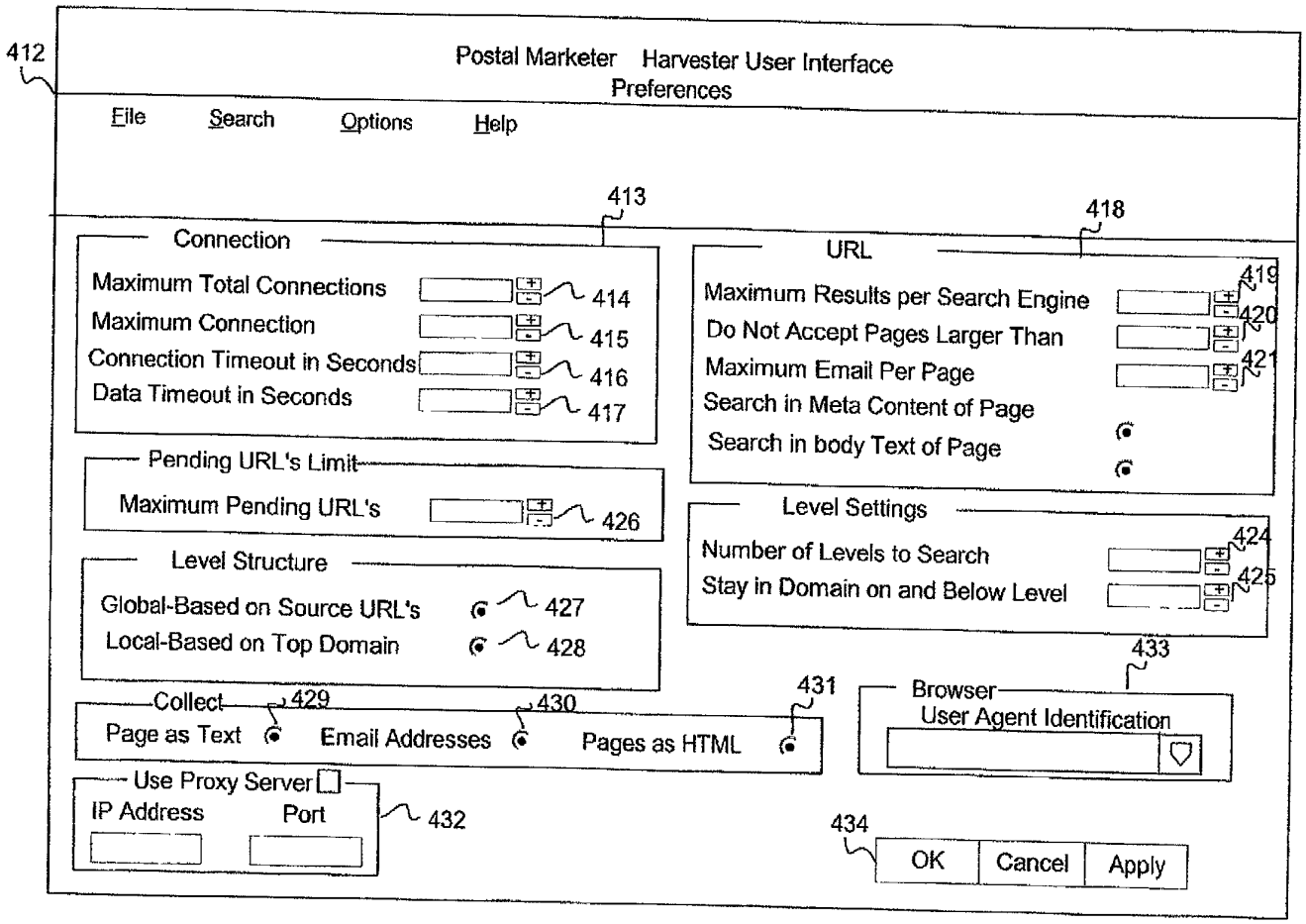


FIG 31

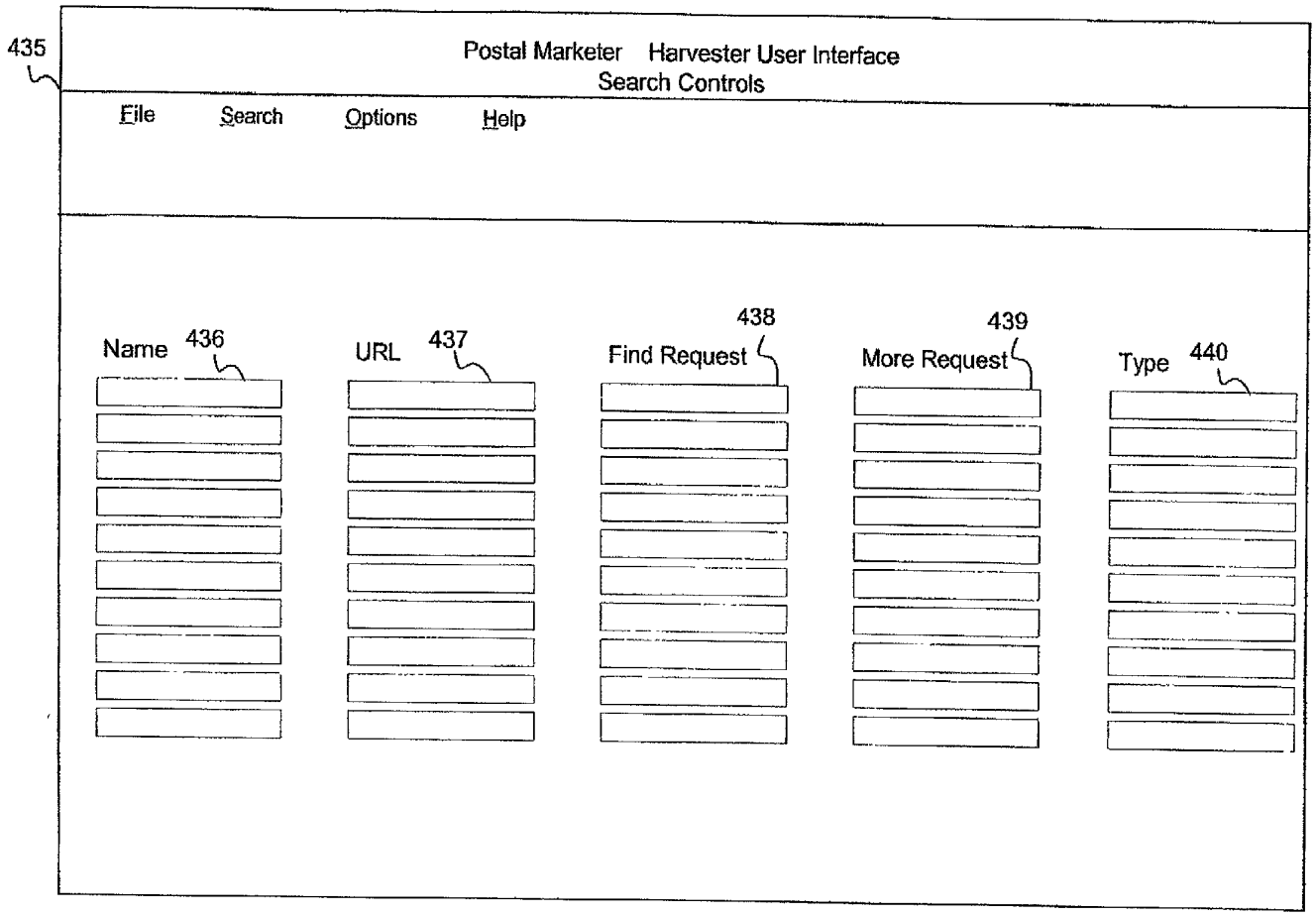

435
Postal Marketer Harvester User Interface
Search Controls
File
Search
Options
Help
Name 436
URL 437
438
Find Request
439
More Request
Type 440

FIG 32

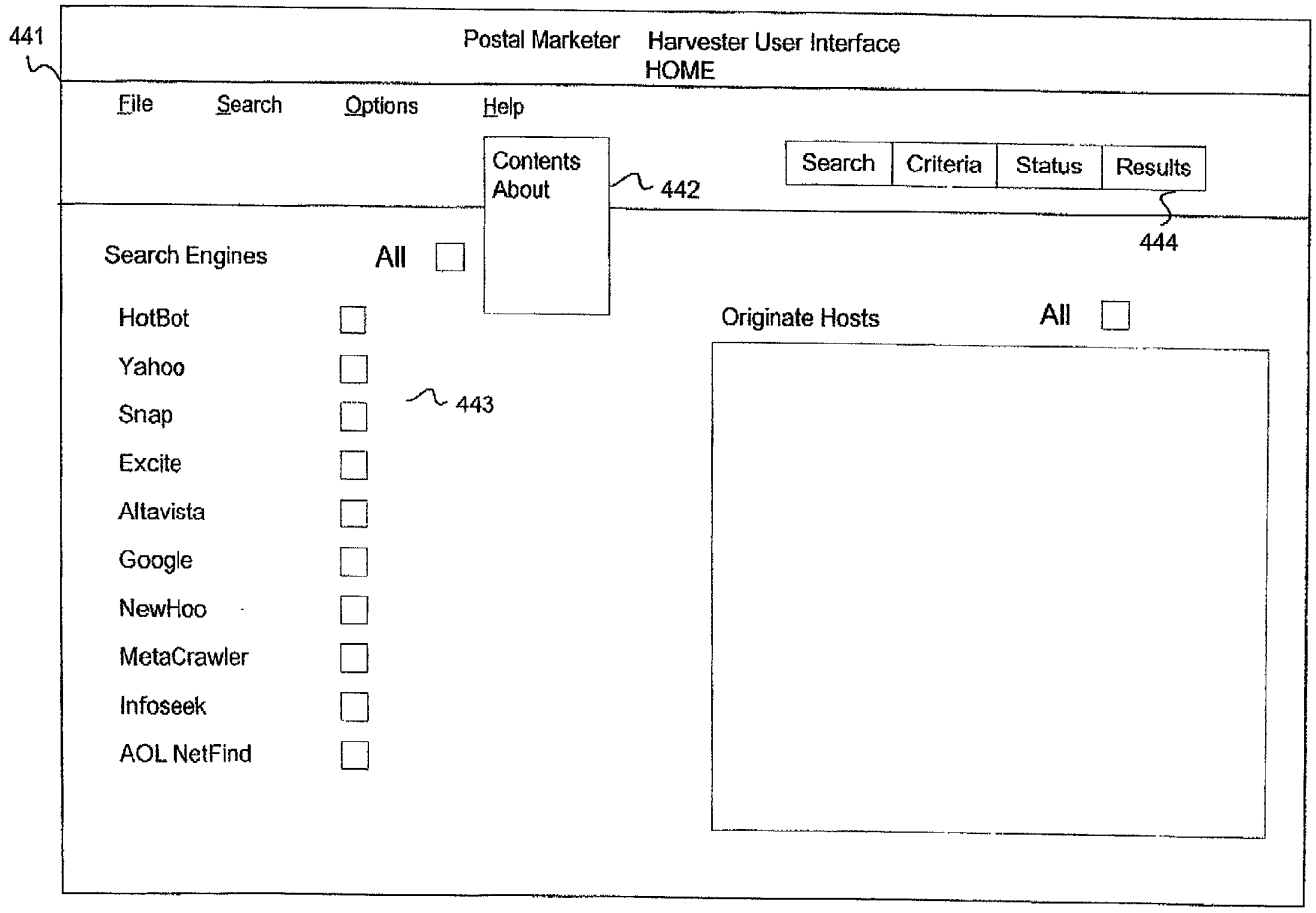

441
Postal Marketer Harvester User Interface
HOME
File
Search
Options
Help
Contents
About
442
Search
Criteria
Status
Results
444
Search Engines
All
HotBot
Yahoo
Snap
Excite
Altavista
Google
NewHoo
MetaCrawler
Infoseek
AOL NetFind
443
Originate Hosts
All

FIG 33

T0h220 H20TT660

Advertisement Submission Database Diagram

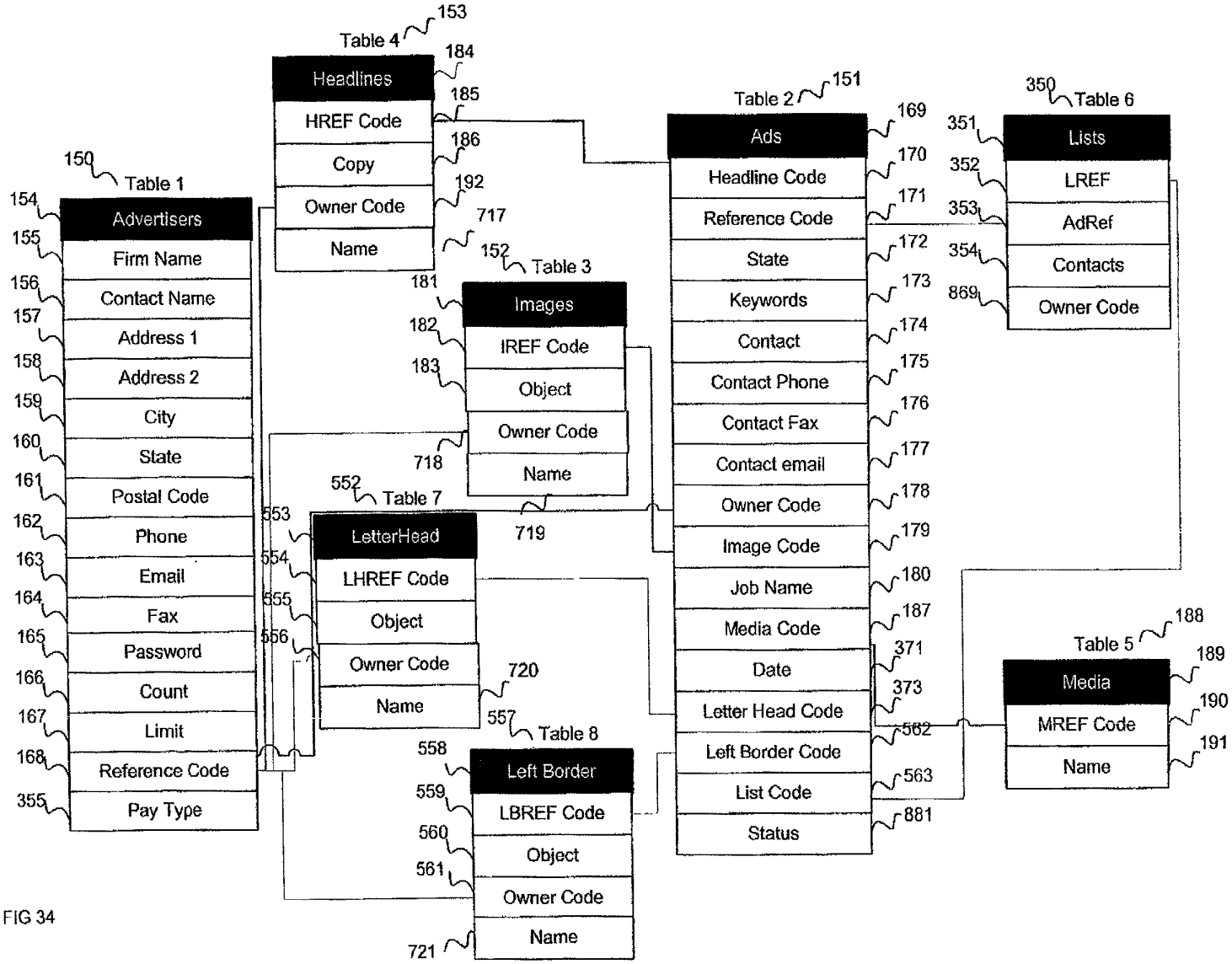


FIG 34

TOWER-0001660

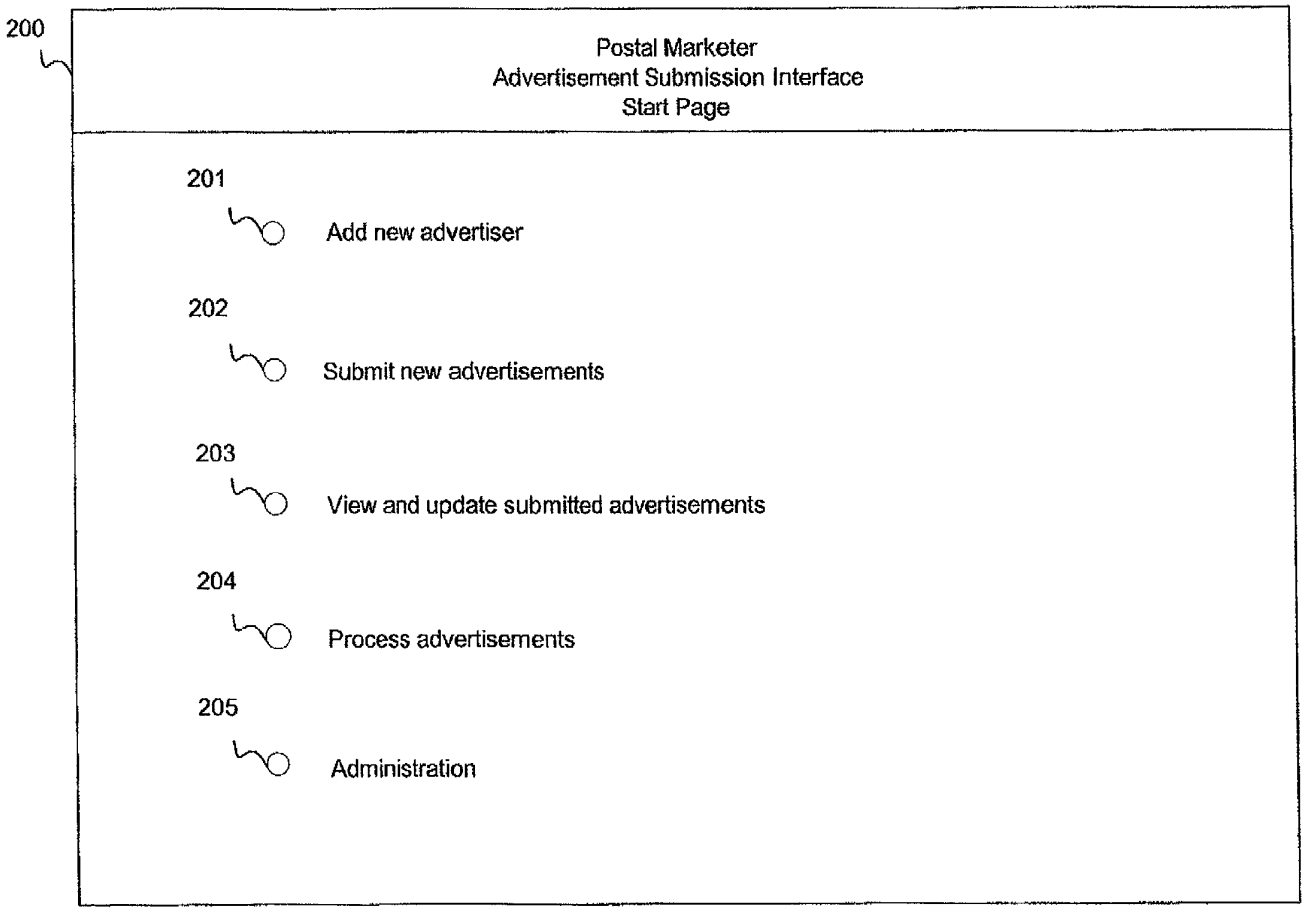


FIG 34A

TOKEN-HOLDER

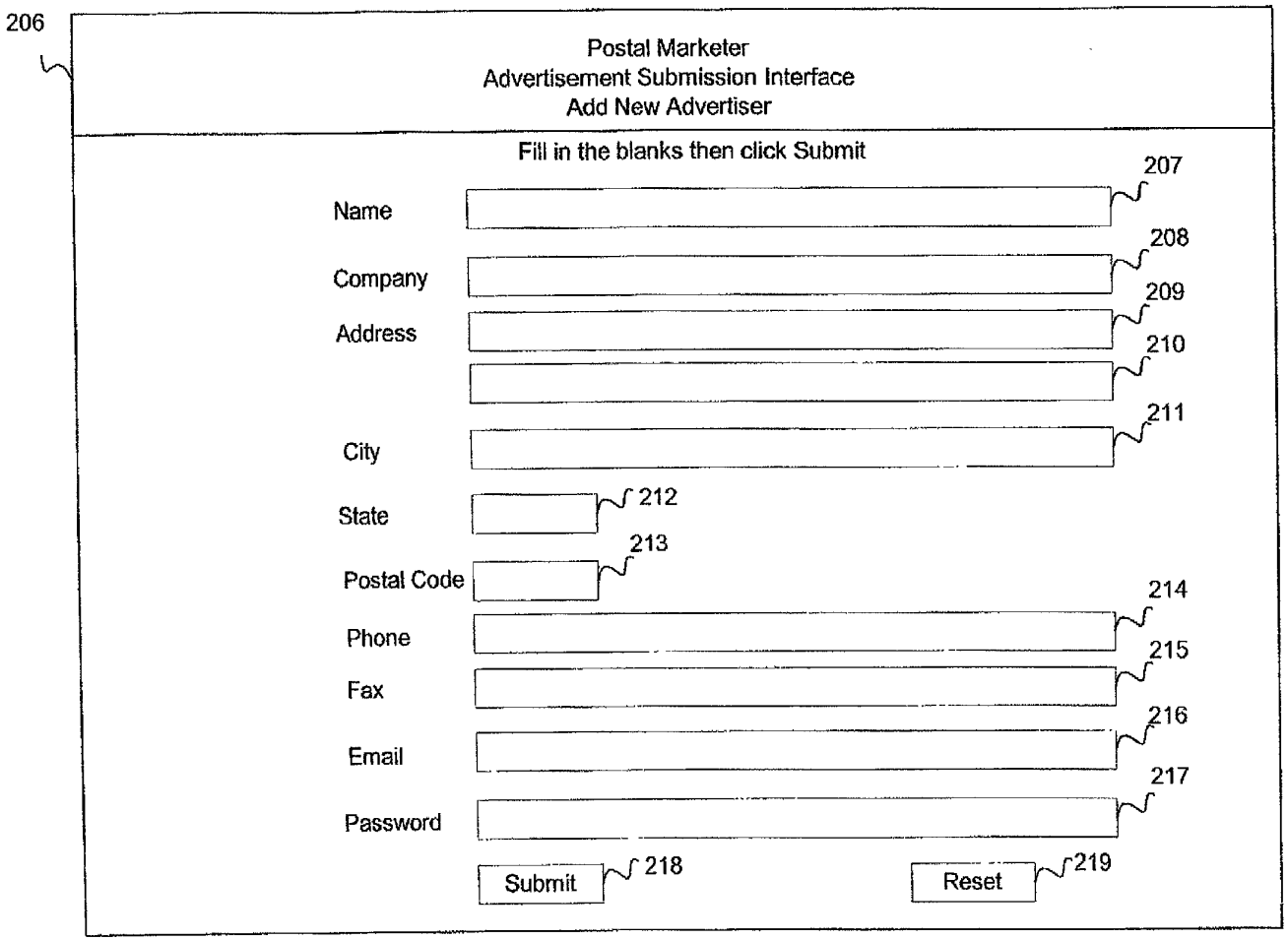


FIG 34B

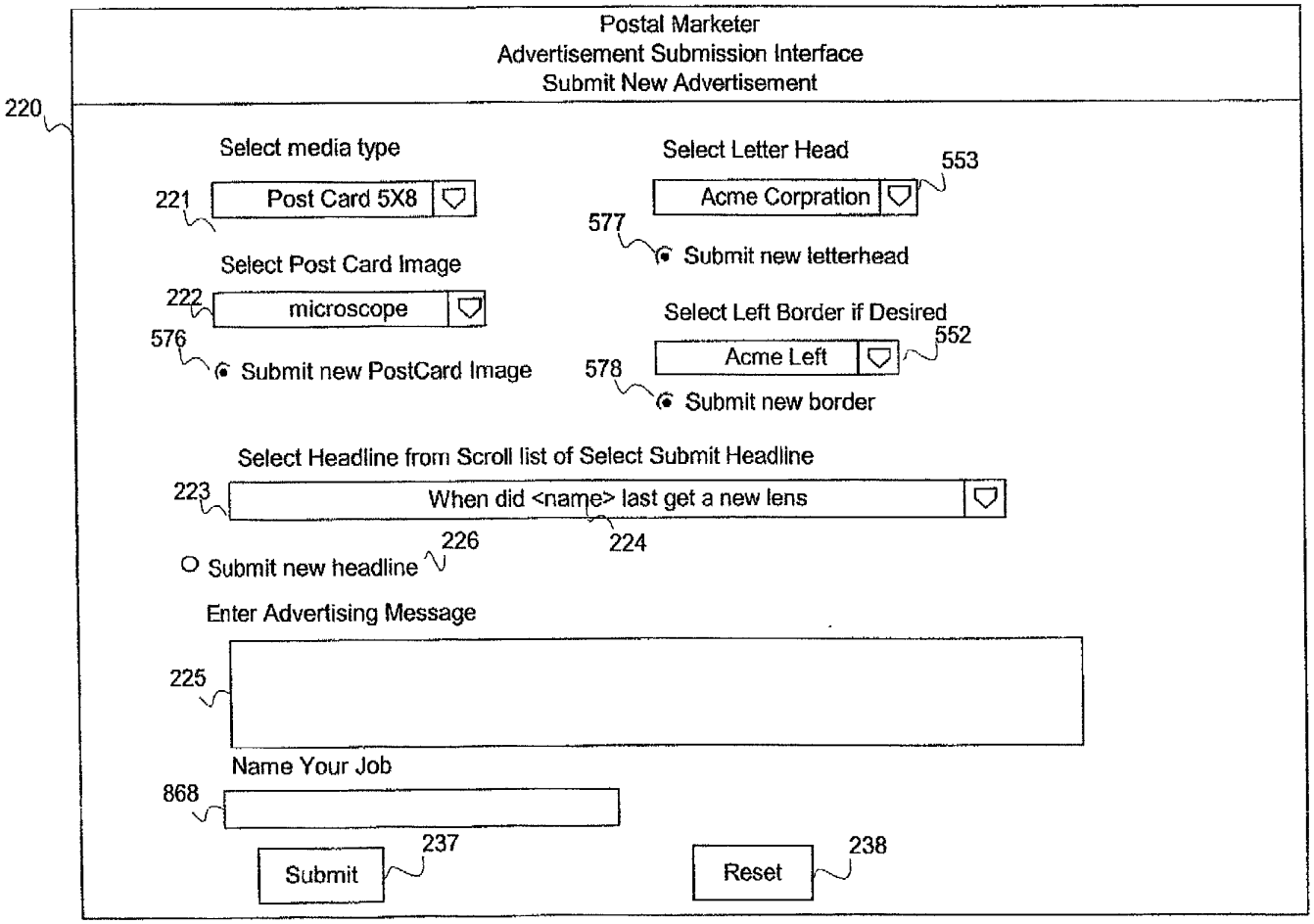

Postal Marketer
Advertisement Submission Interface
Submit New Advertisement
220
Select media type
221
Post Card 5X8
Select Post Card Image
222
microscope
576
Submit new PostCard Image
Select Letter Head
553
Acme Corpration
577
Submit new letterhead
Select Left Border if Desired
552
Acme Left
578
Submit new border
Select Headline from Scroll list of Select Submit Headline
223
When did <name> last get a new lens
224
226
Submit new headline
Enter Advertising Message
225
Name Your Job
868
Submit
237
Reset
238

FIG 34C

TD-1220-1201660

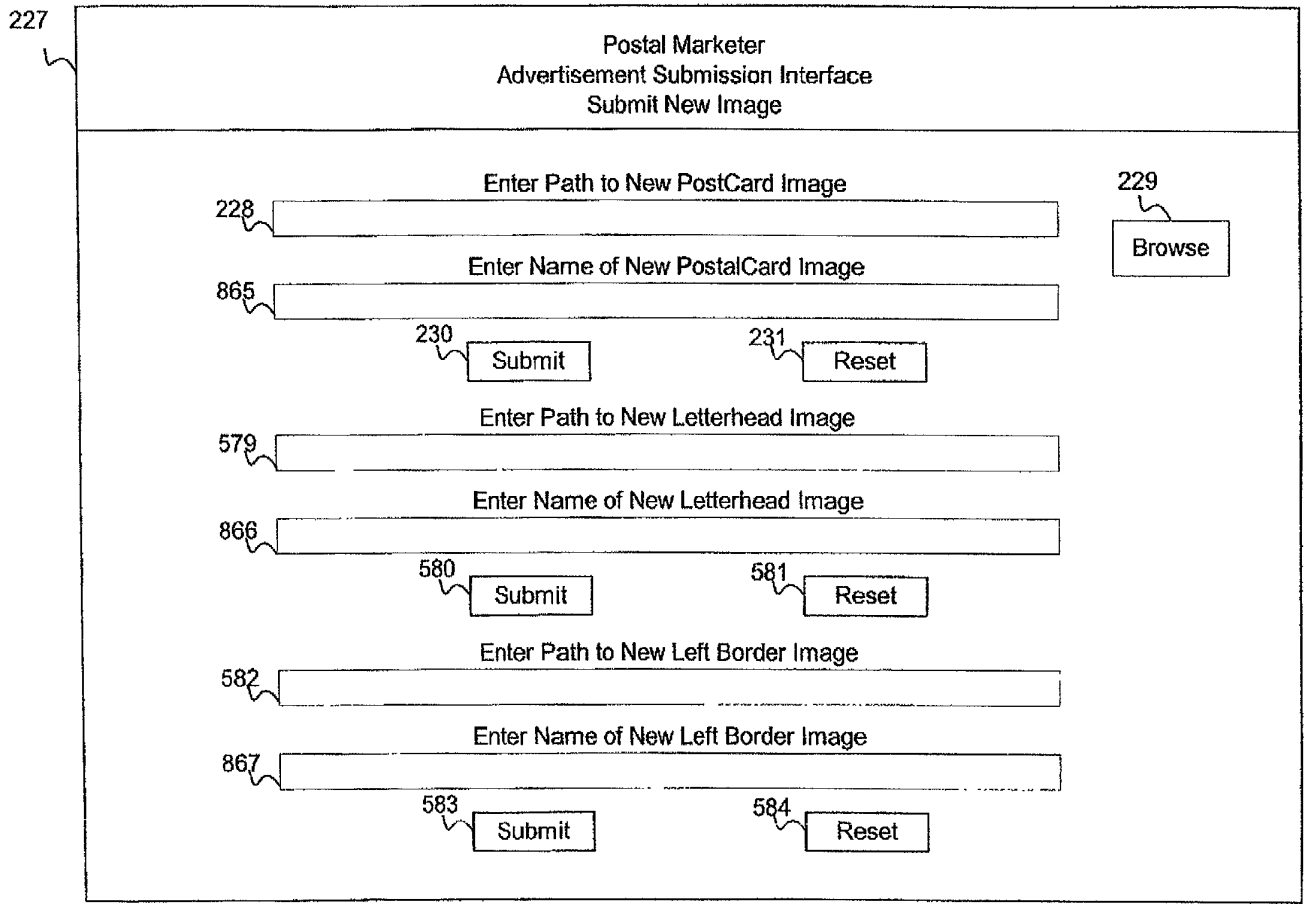


FIG 34D-1

T0R20-H20T660

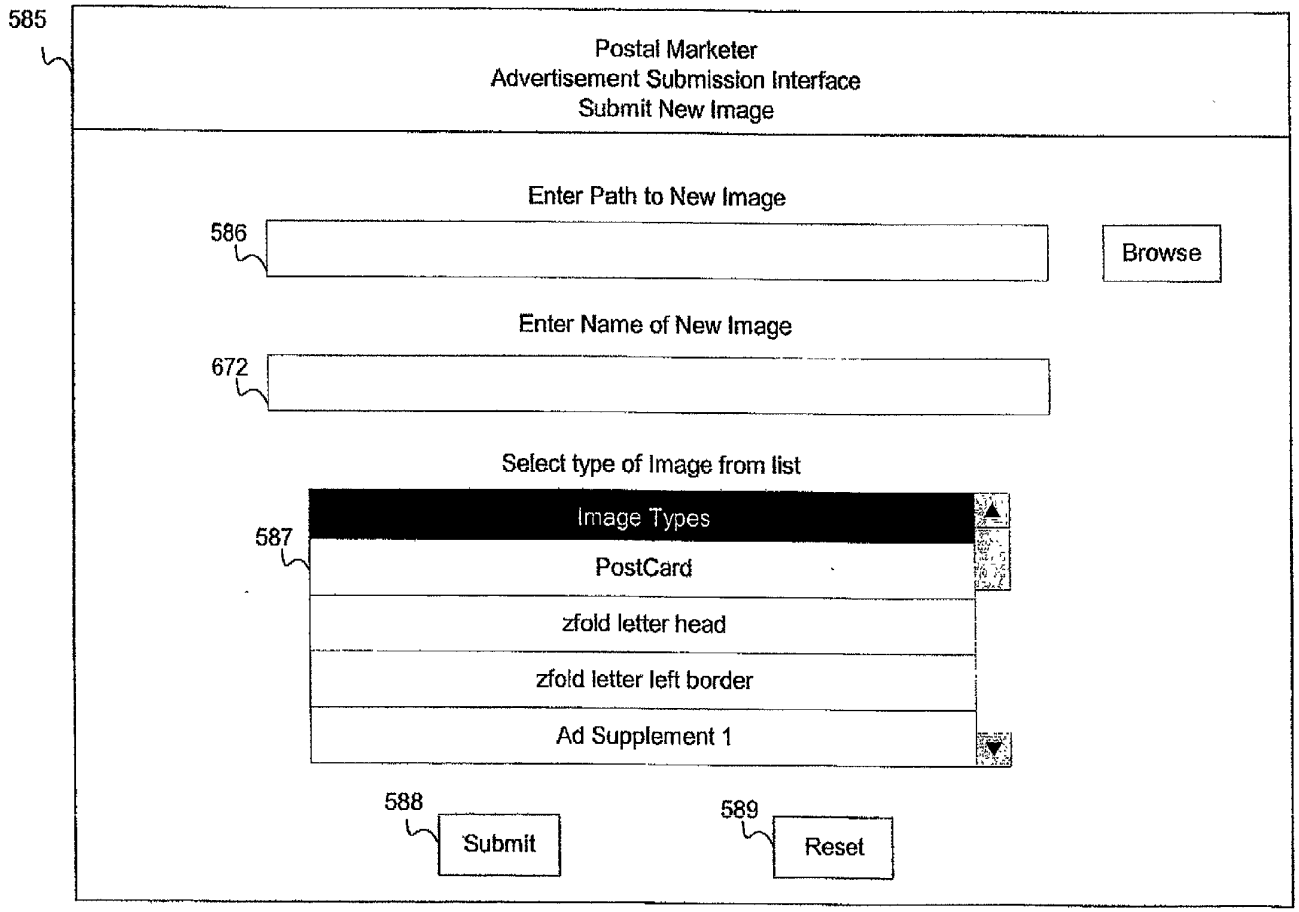


FIG 34D-2

TOR20-1420T660

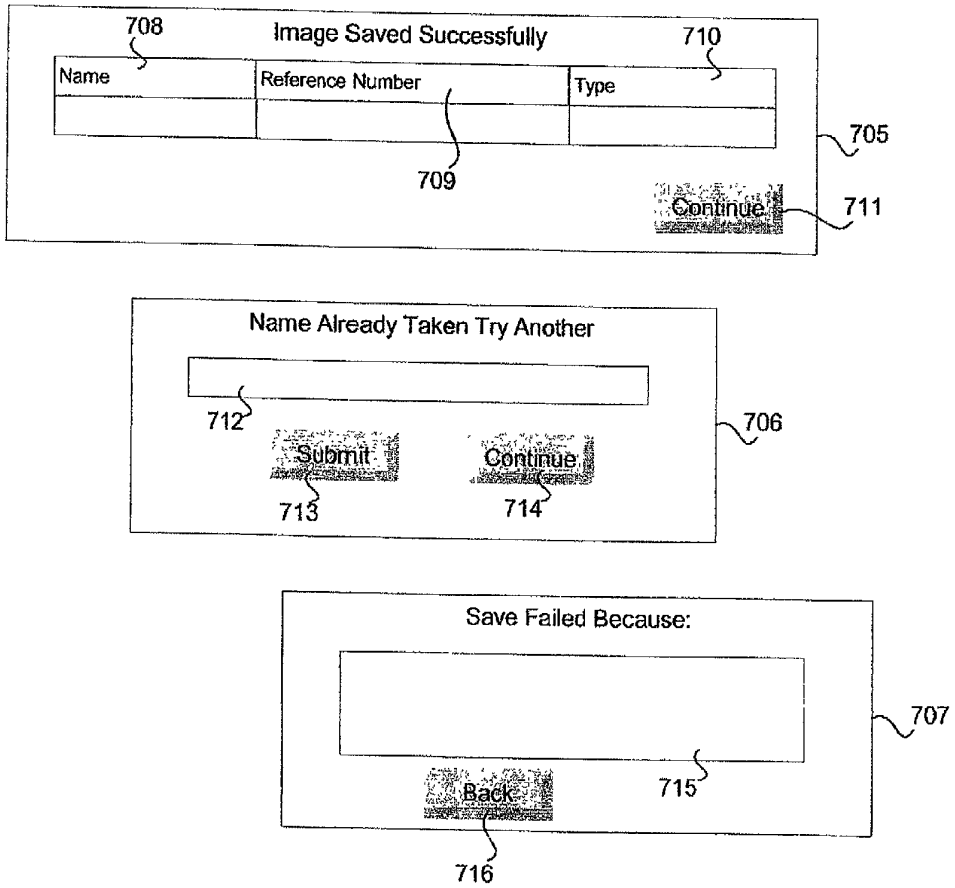


FIG 34D-3

TOP SECRET//HCS//SI

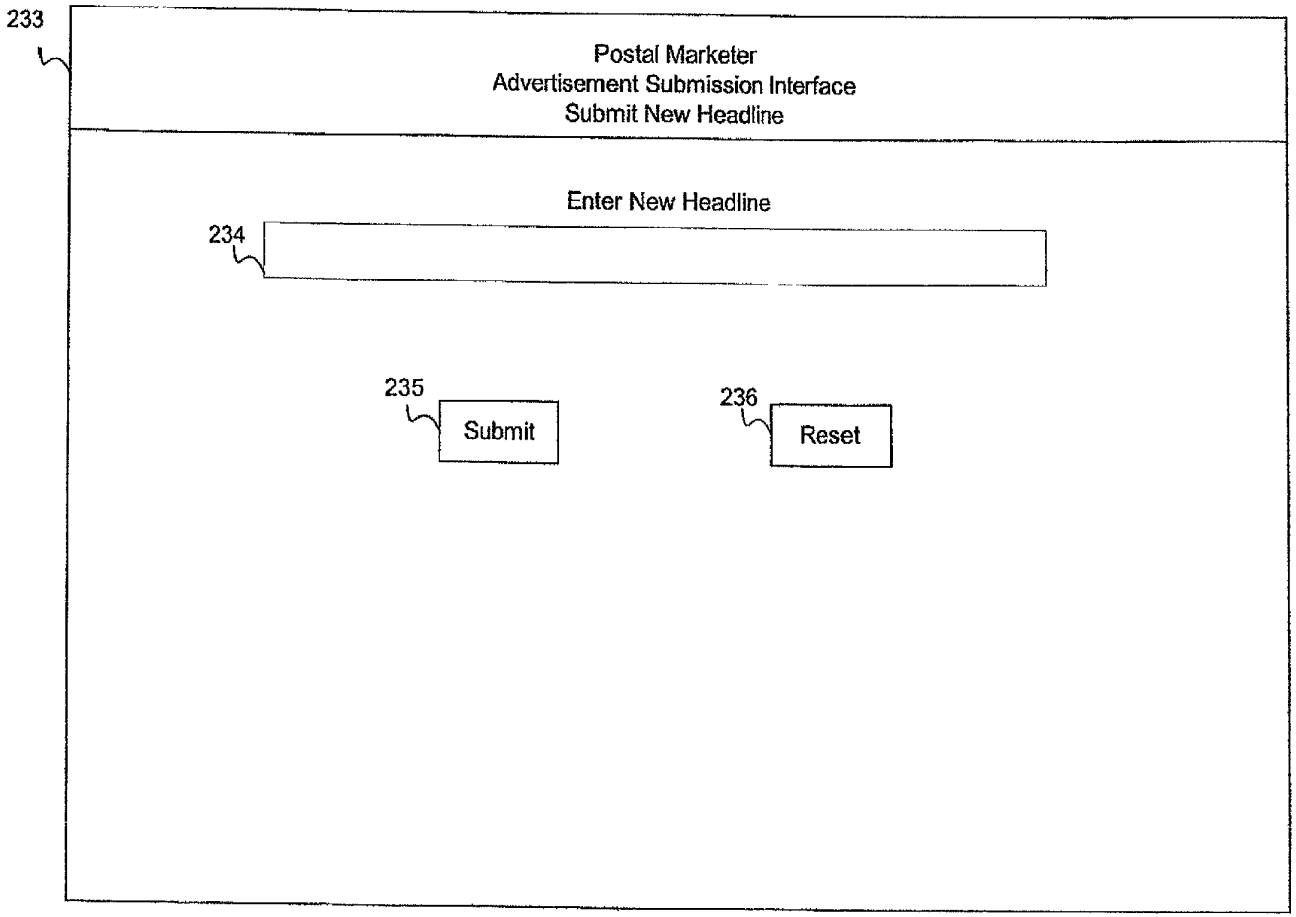


FIG 34E

FOREIGN REPORT

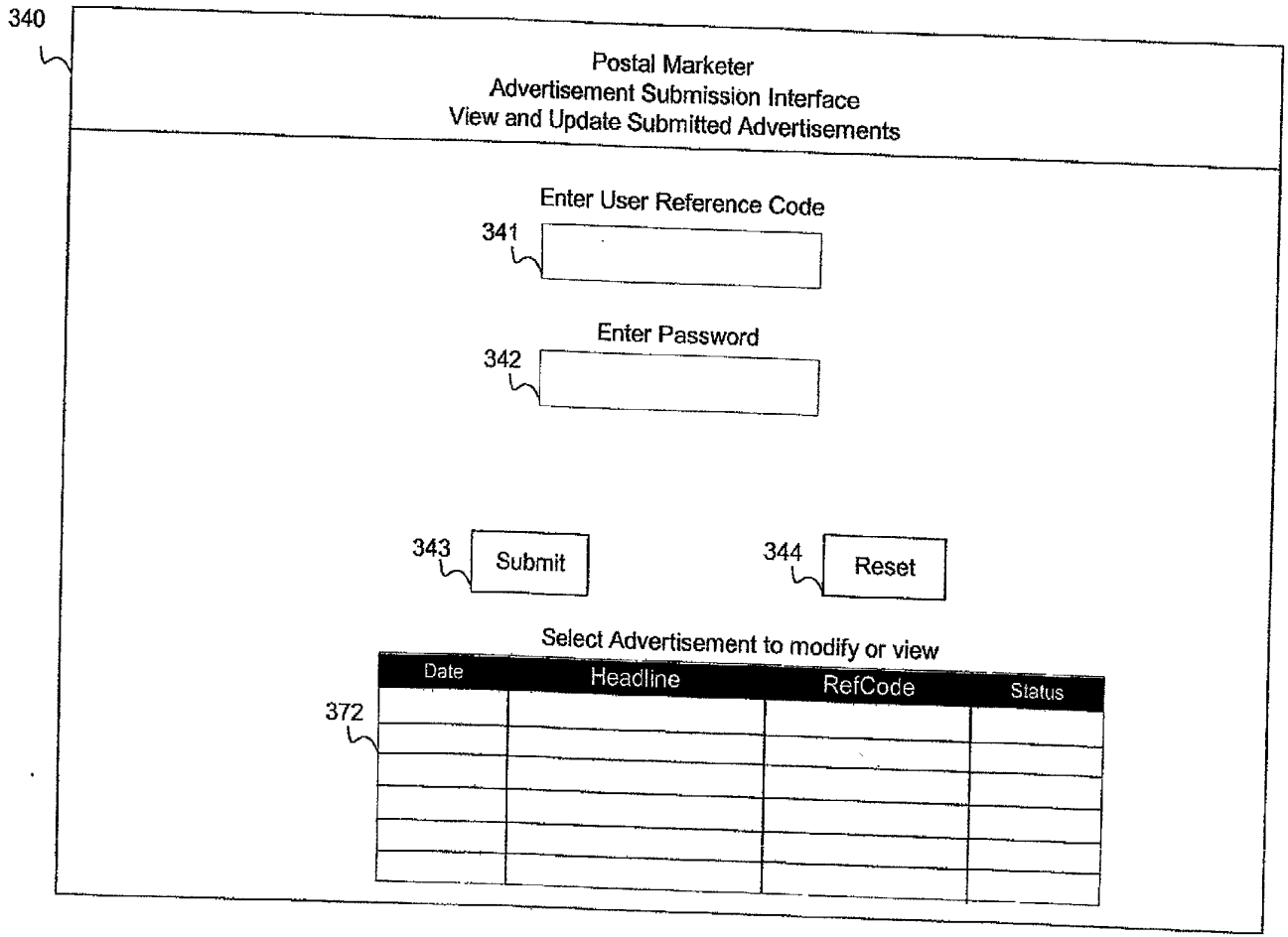


FIG 34F

T04220 "20T660

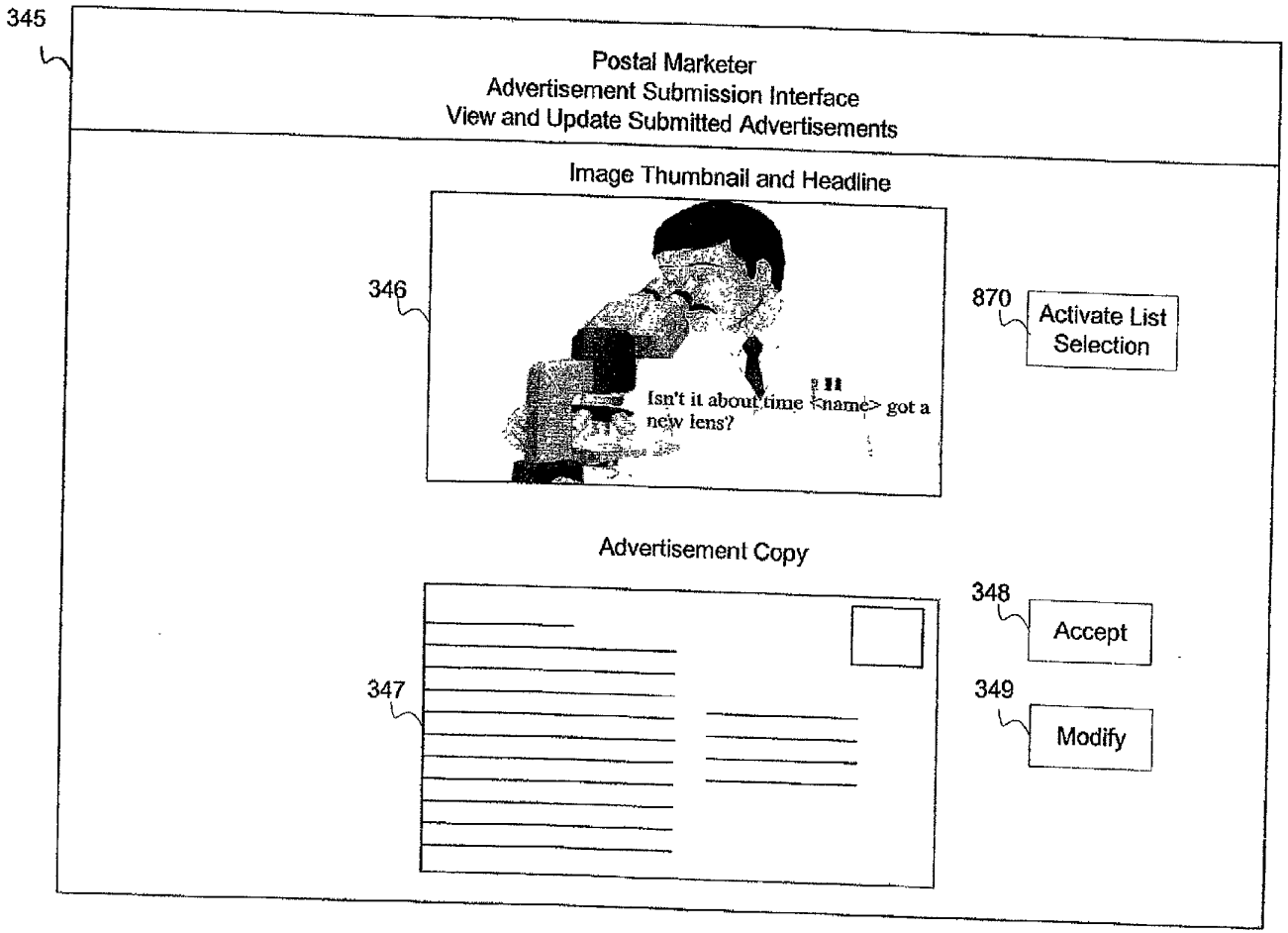


FIG 34G

FOIA20-420T660

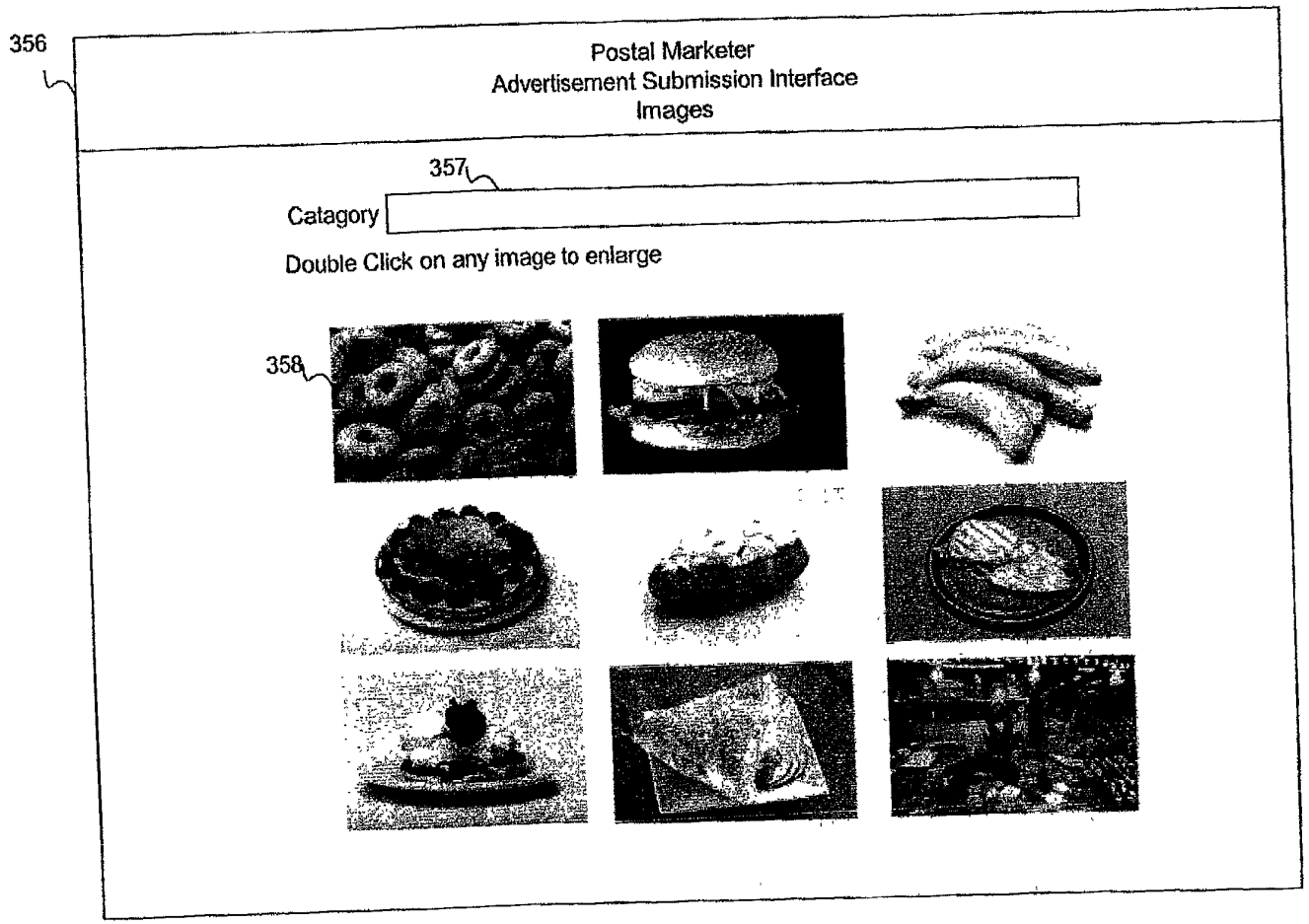


FIG 34H

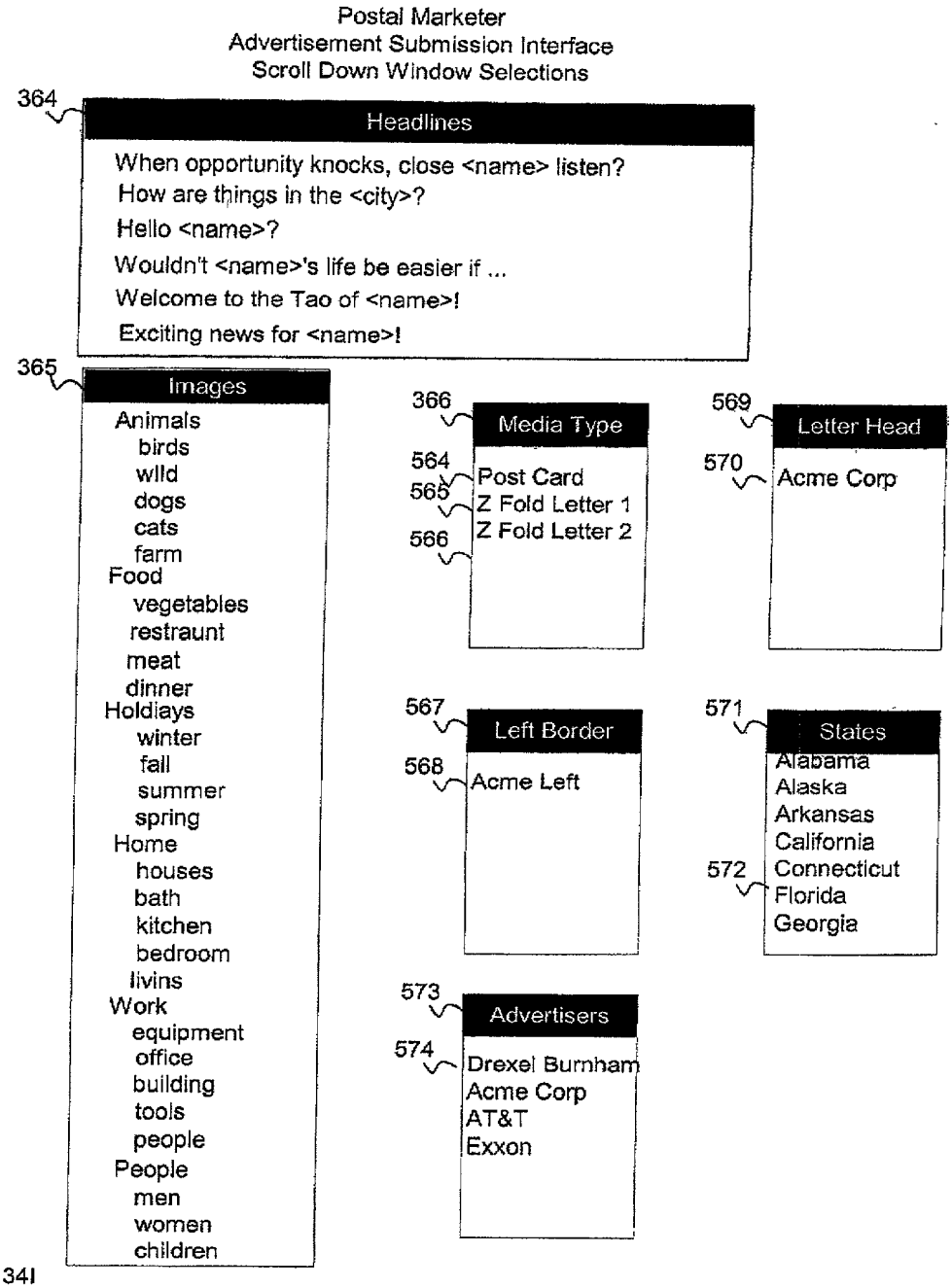

Postal Marketer
Advertisement Submission Interface
Scroll Down Window Selections
364
Headlines
When opportunity knocks, close <name> listen?
How are things in the <city>?
Hello <name>?
Wouldn't <name>'s life be easier if ...
Welcome to the Tao of <name>!
Exciting news for <name>!
365
Images
Animals
birds
wild
dogs
cats
farm
Food
vegetables
restraunt
meat
dinner
Holidays
winter
fall
summer
spring
Home
houses
bath
kitchen
bedroom
livins
Work
equipment
office
building
tools
people
People
men
women
children
366
Media Type
564
Post Card
565
Z Fold Letter 1
566
Z Fold Letter 2
569
Letter Head
570
Acme Corp
567
Left Border
568
Acme Left
571
States
Alabama
Alaska
Arkansas
California
572
Connecticut
Florida
Georgia
573
Advertisers
574
Drexel Burnham
Acme Corp
AT&T
Exxon

FIG 34I

PCT/US2010/060660

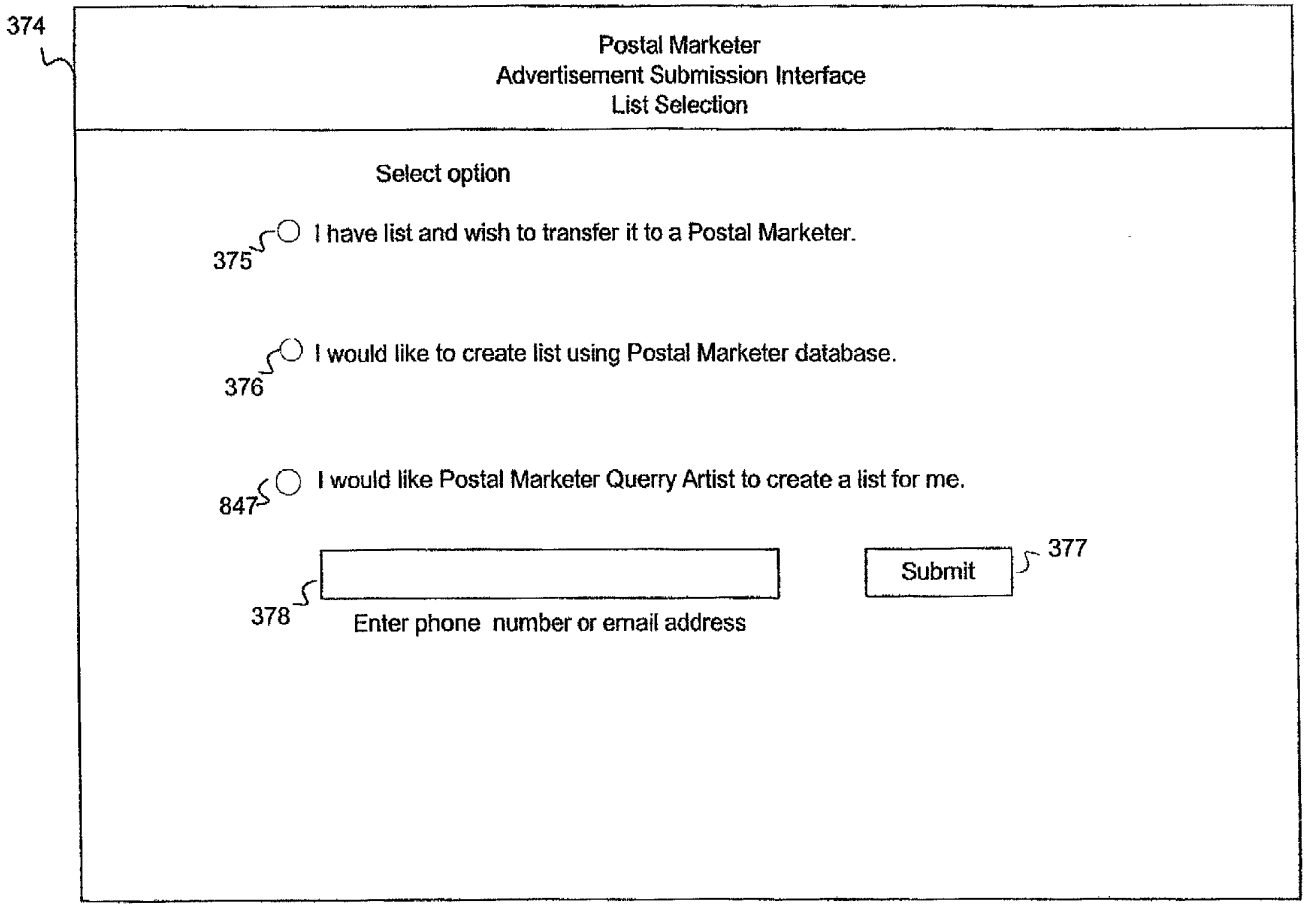


FIG. 34J

PCT/US2001/041650

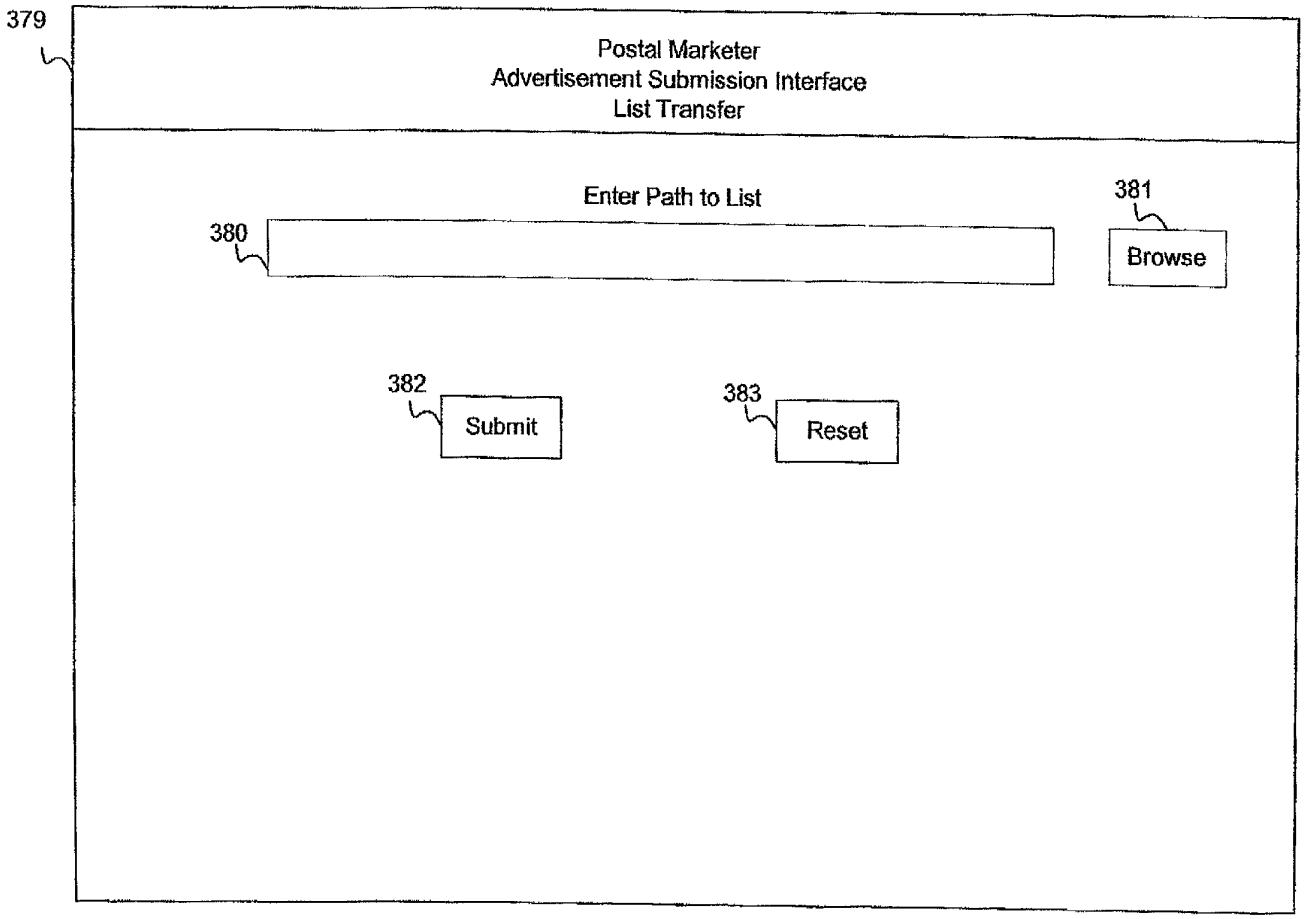


FIG 34K

T0626:4e0f660

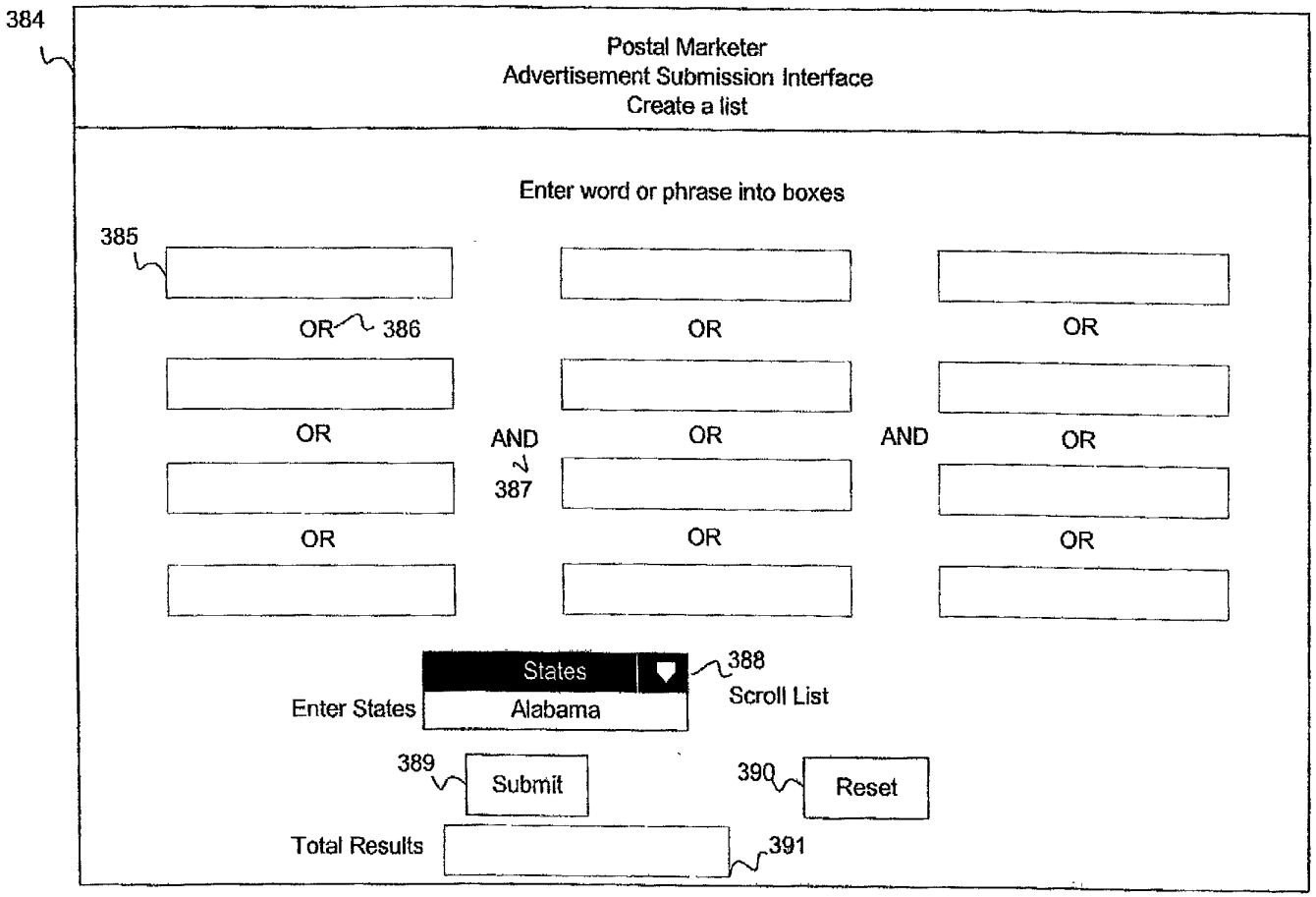


FIG 34L

Tohe20 hedtbb0

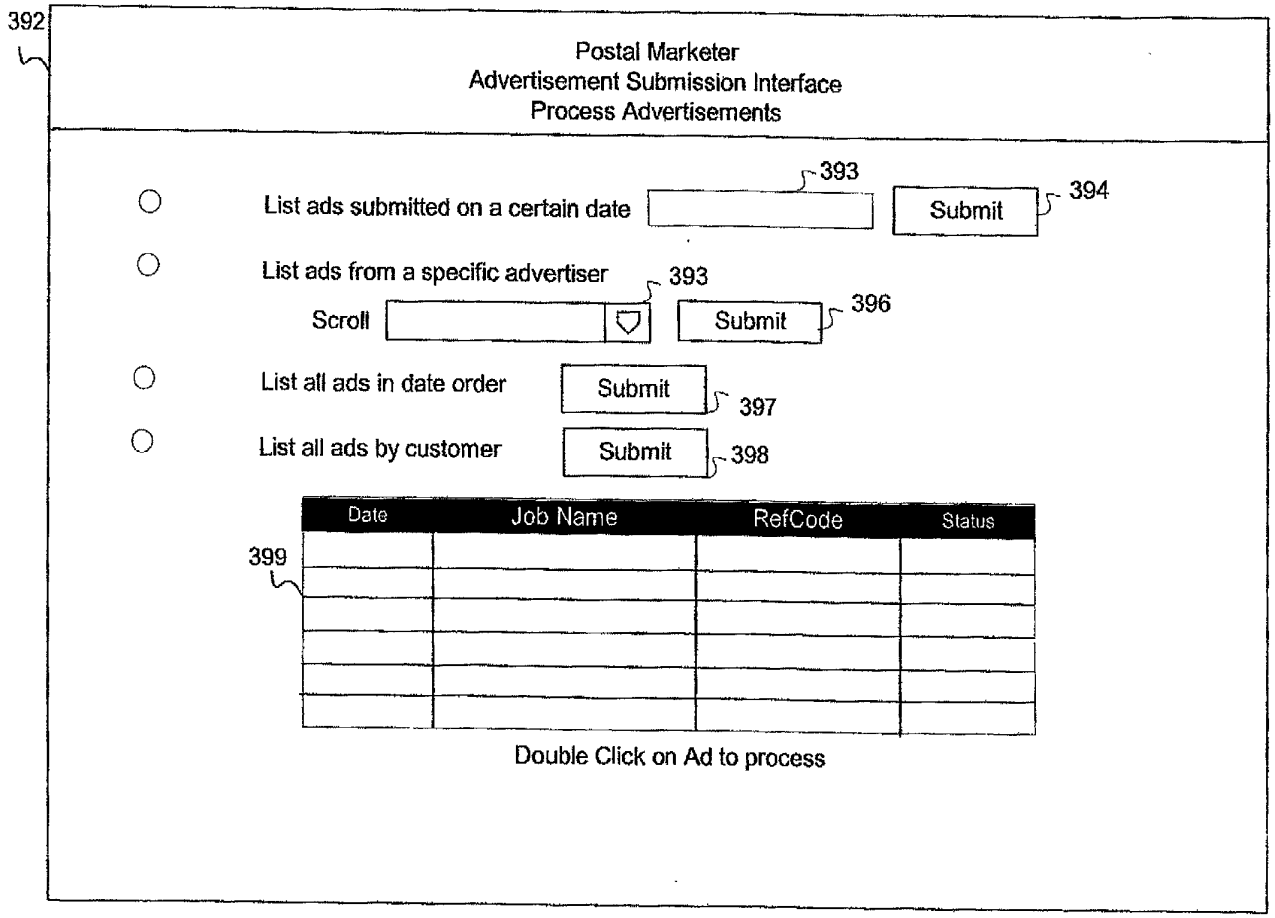


FIG 34M

TOHE20-1120T660

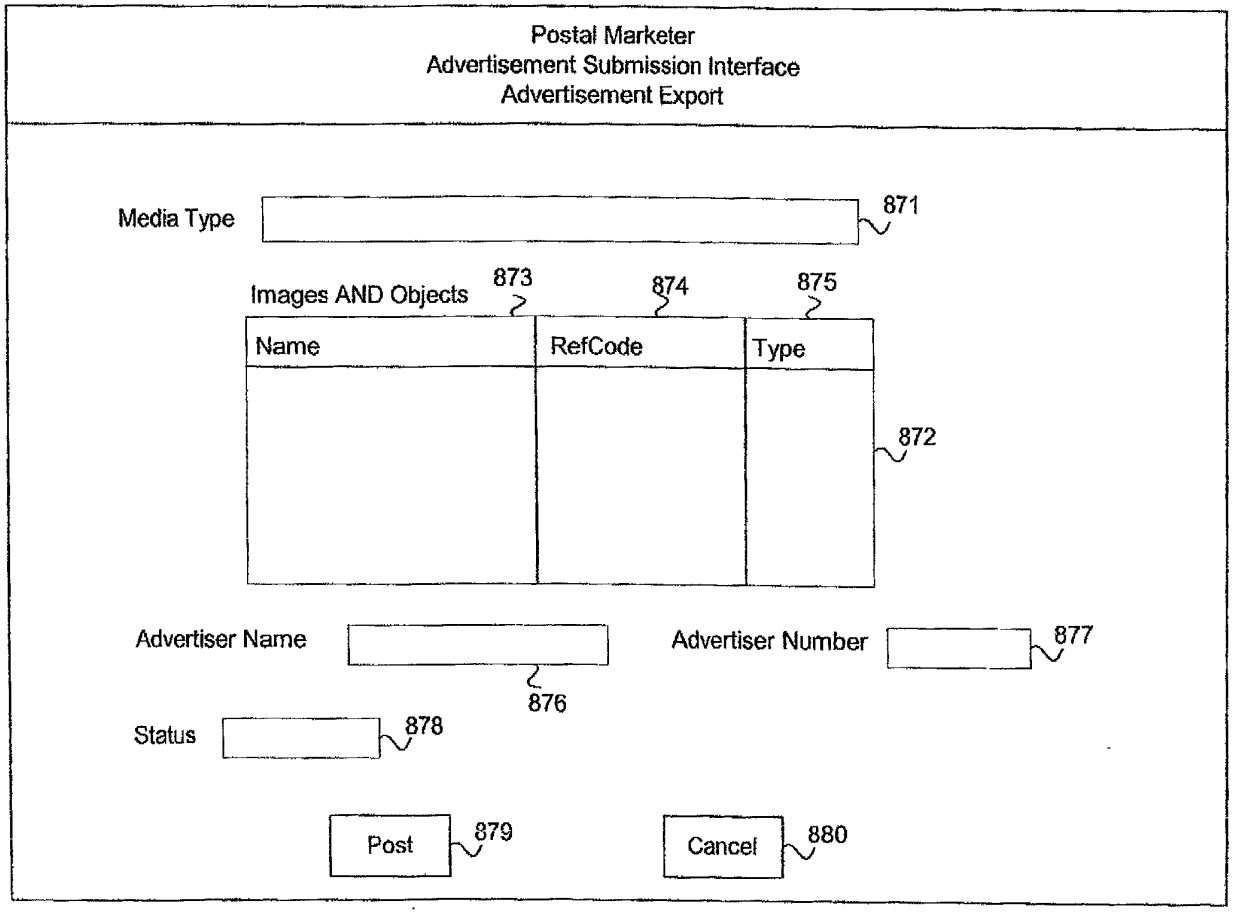


FIG 34N

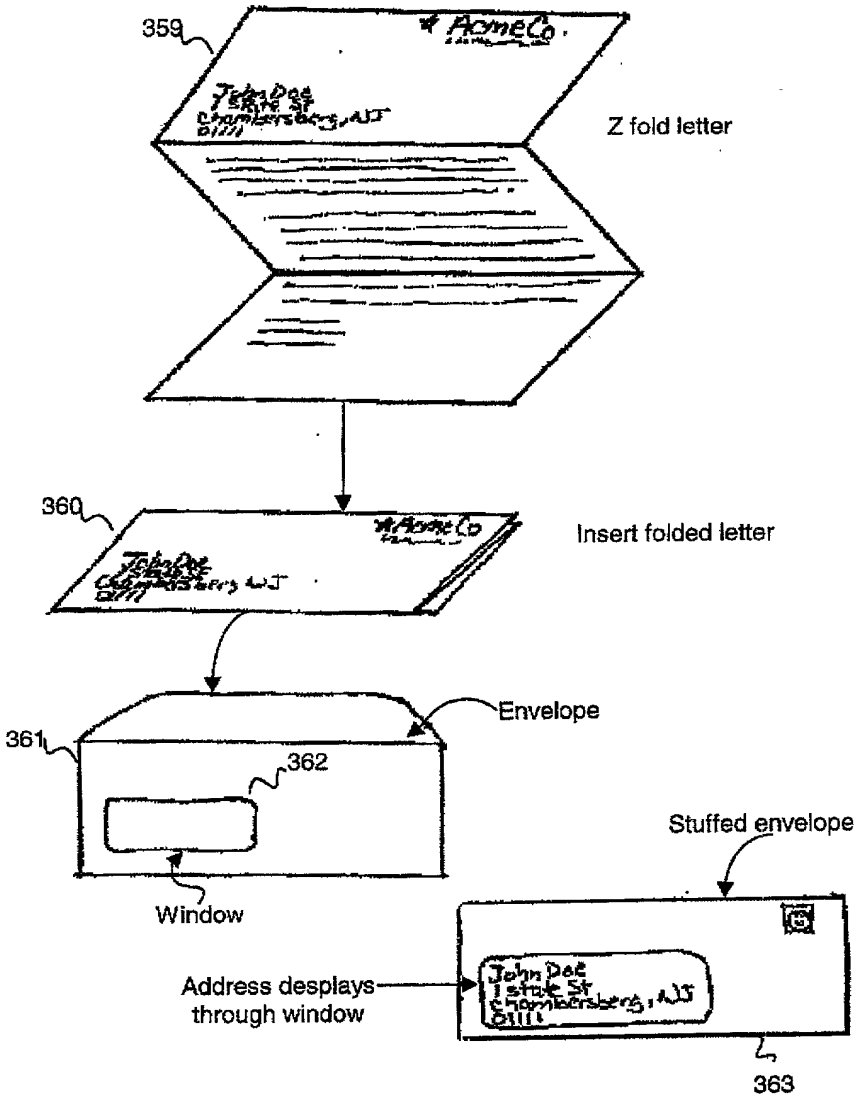
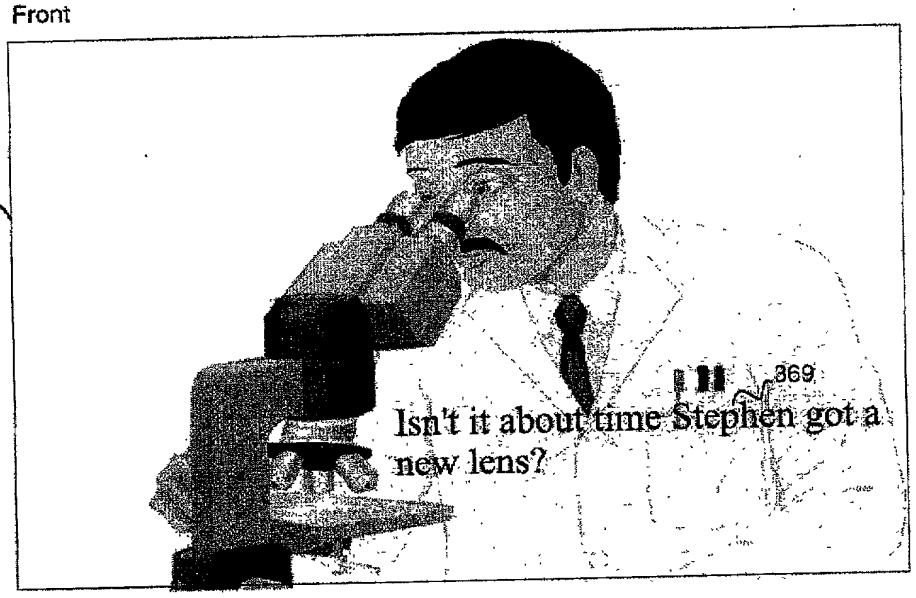

359
Z fold letter
360
Insert folded letter
Envelope
361
362
Window
Stuffed envelope
Address desplays
through window
363

FIG 35

Sample Postcard

Front

367



Back

368

Dear Stephen,

If you're tired of old microscope lenses, it may be time to talk to your boss about Acme lenses.

For a limited time we are offering FREE trials of the MX100 series Hypervision Molecular Viewer!

For more information call:

609-555-10000

or visit our showroom at

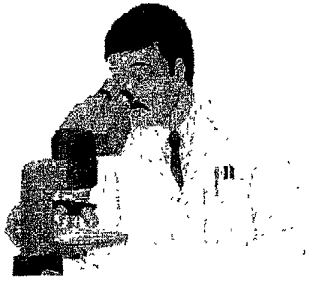
510 Horizon Center
Robbinsville, NJ

Stephen M. Reuning
12 State Street
Anytown, NJ
08888

370

FIG 35A

Post Card Component and Virtual Assembly Front



590

\+

591

Isn't it about time

\+

592

<<First Name>>

\+

593

got a new lens?

=

594

FIG 35B

Dear 513

If you're tired of old microscope lenses, it may be time to talk to your boss about Acme lenses.

For a limited time we are offering FREE trials of the MX100 series Hypervision Molecular Viewer!

For more information call:

609-555-10000

or visit our showroom at

510 Horizon Center
Robbinsville, NJ

\+ <First Name> 507

\+ <Last Name> 508

\+ <Street> 509

\+ <City> 510

\+ <State> 511

\+ Postal Code 512

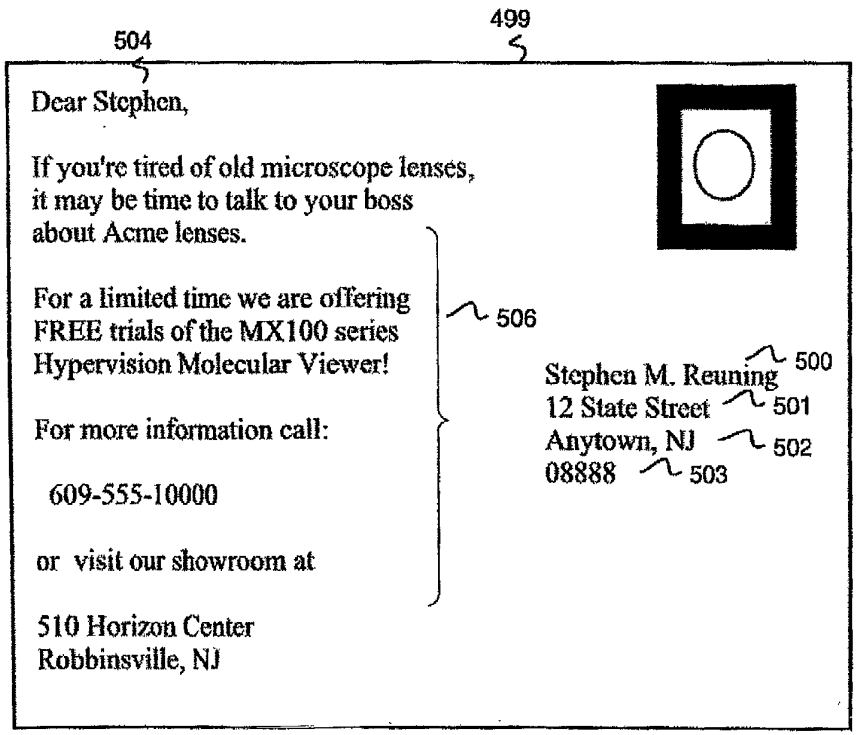


FIG 35C

PD/E20 '120T 960

Post Card Template

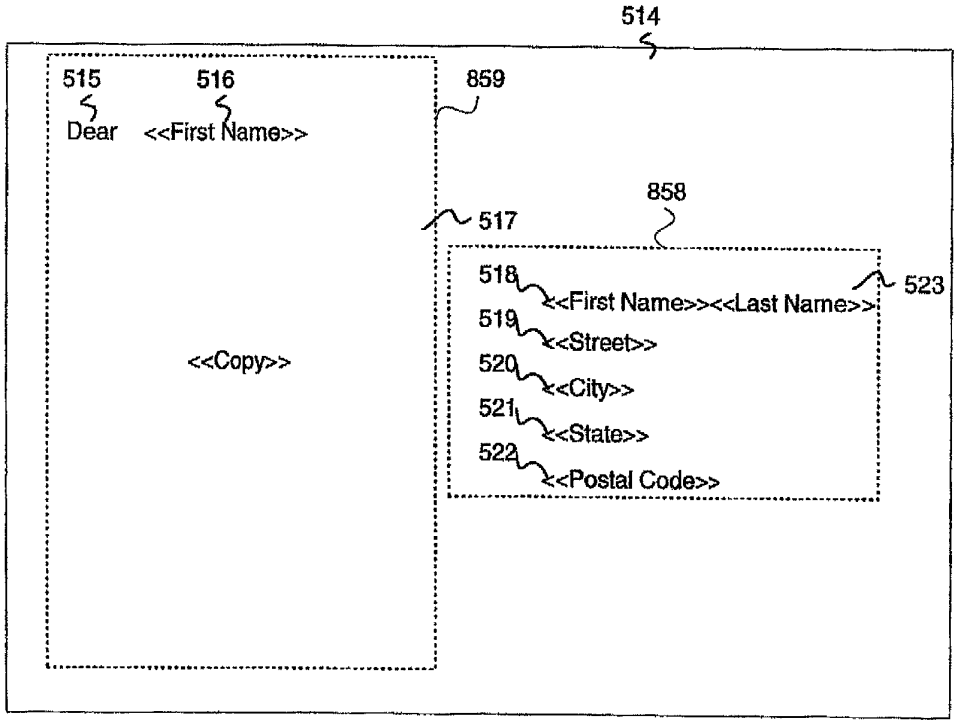


FIG 35D

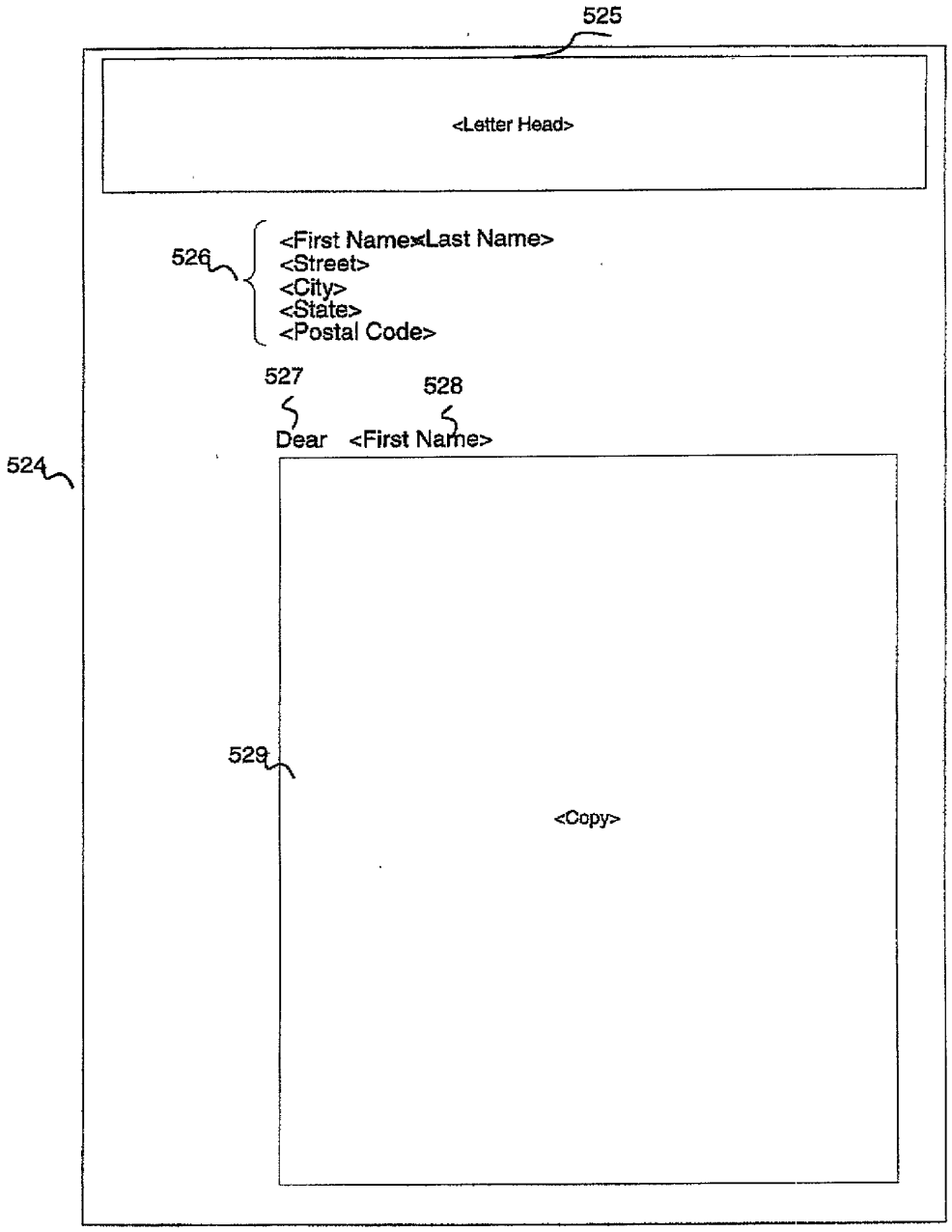
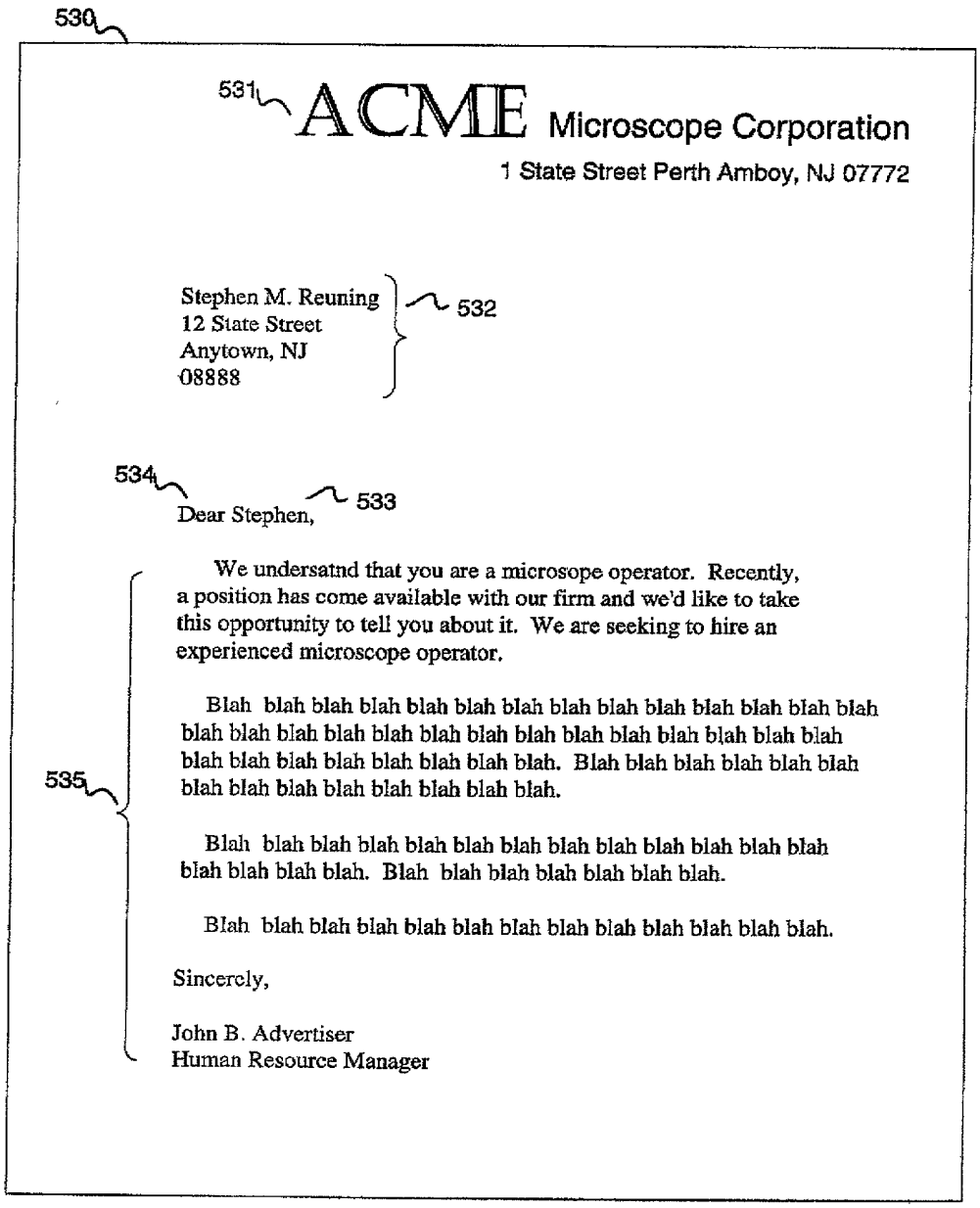

525
<Letter Head>
526
<First Name><Last Name>
<Street>
<City>
<State>
<Postal Code>
527
528
Dear <First Name>
524
529
<Copy>

FIG 35E

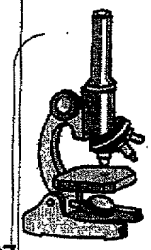

530
531
ACME Microscope Corporation
1 State Street Perth Amboy, NJ 07772
Stephen M. Reuning
12 State Street
Anytown, NJ
08888
532
534
Dear Stephen,
533
We undersatnd that you are a microsope operator. Recently, a position has come available with our firm and we'd like to take this opportunity to tell you about it. We are seeking to hire an experienced microscope operator.
Blah blah blah

536

538

ACME Microscope Corporation

1 State Street Perth Amboy, NJ 07772



Stephen M. Reuning
12 State Street
Anytown, NJ
08888

539

540

Dear Stephen, 541

542

537

Offices

New Jersey
Ohio
Florida
California

1-800-555-0000

We undersatnd that you are a microsope operator. Recently, a position has come available with our firm and we'd like to take this opportunity to tell you about it. We are seeking to hire an experienced microscope operator.

Blah blah blah

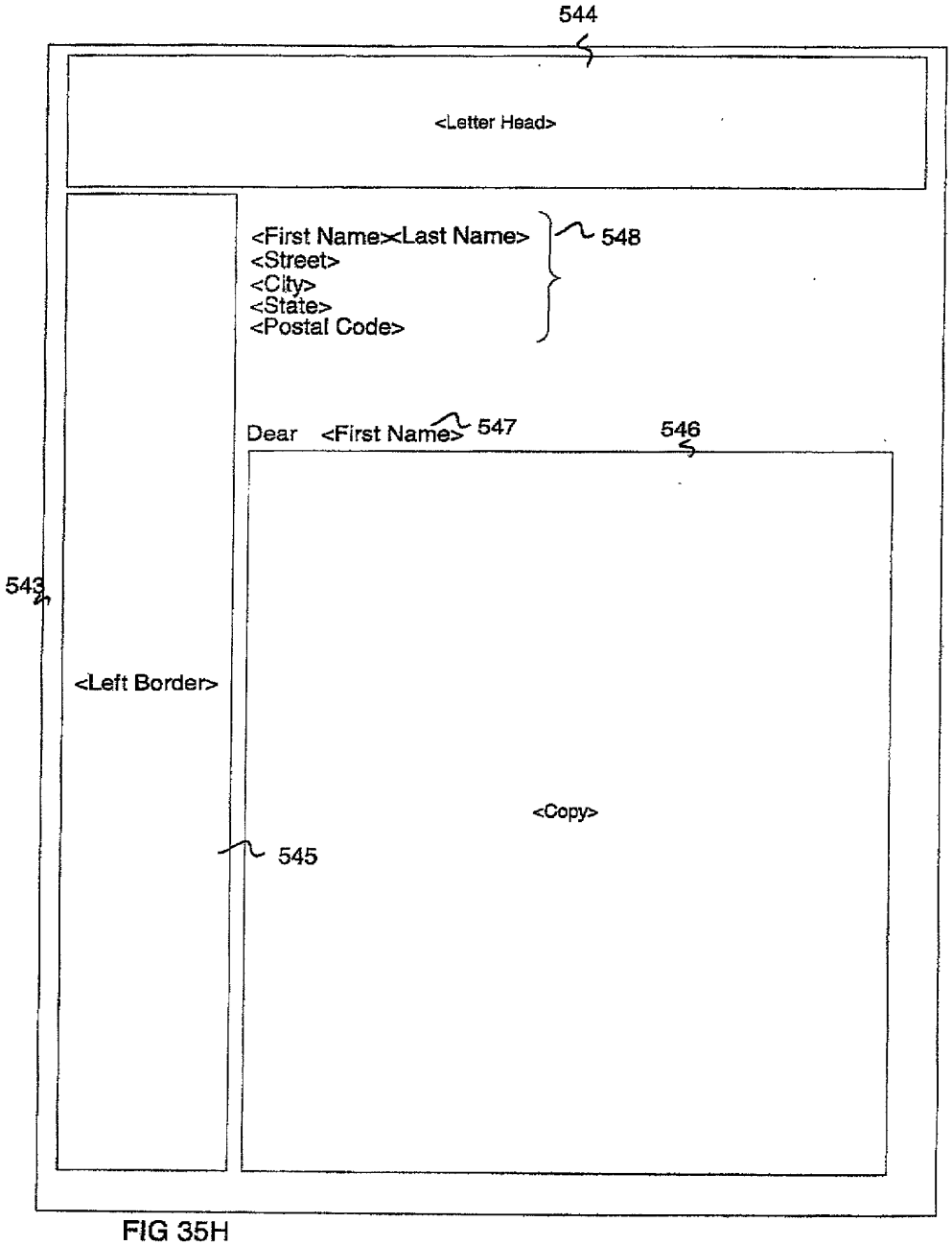

544
<Letter Head>
<First Name><Last Name>
<Street>
<City>
<State>
<Postal Code>
548
Dear <First Name>
547
546
543
<Left Border>
<Copy>
545

FIG 35H

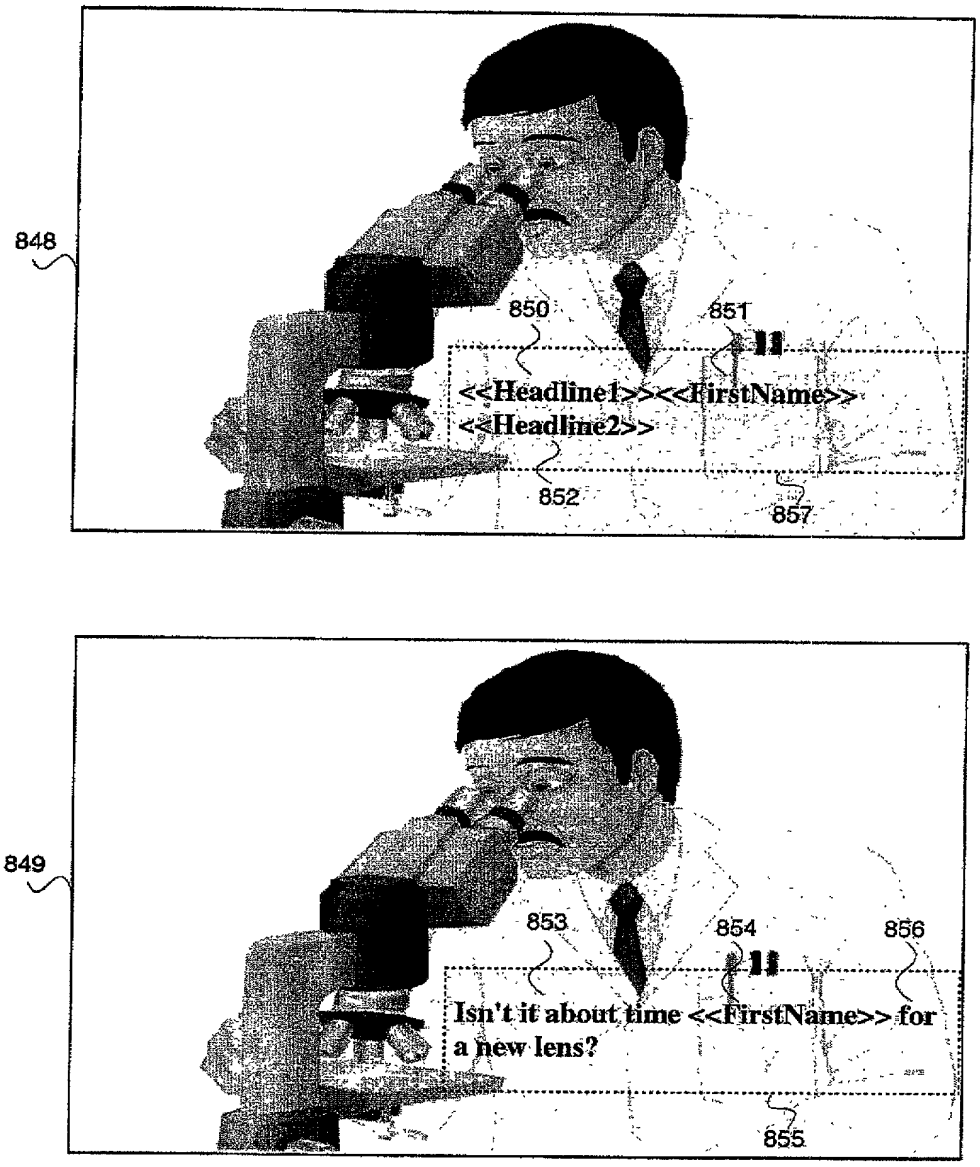

848
850
851
<<Headline1>><<FirstName>>
<<Headline2>>
852
857
849
853
854
856
Isn't it about time <<FirstName>> for a new lens?
855

FIG. 35I

ACME Microscope Corporation

1 State Street Perth Amboy, NJ 07772

Offices

New Jersey
Ohio
Florida
California

1-800-555-0000

<First Name> <LastName>
<Street>
<City>, <State>
<Zip>

Dear <First Name>,

We undersatnd that you are a microsope operator. Recently, a position has come available with our firm and we'd like to take this opportunity to tell you about it. We are seeking to hire an experienced microscope operator.

Blah blah blah

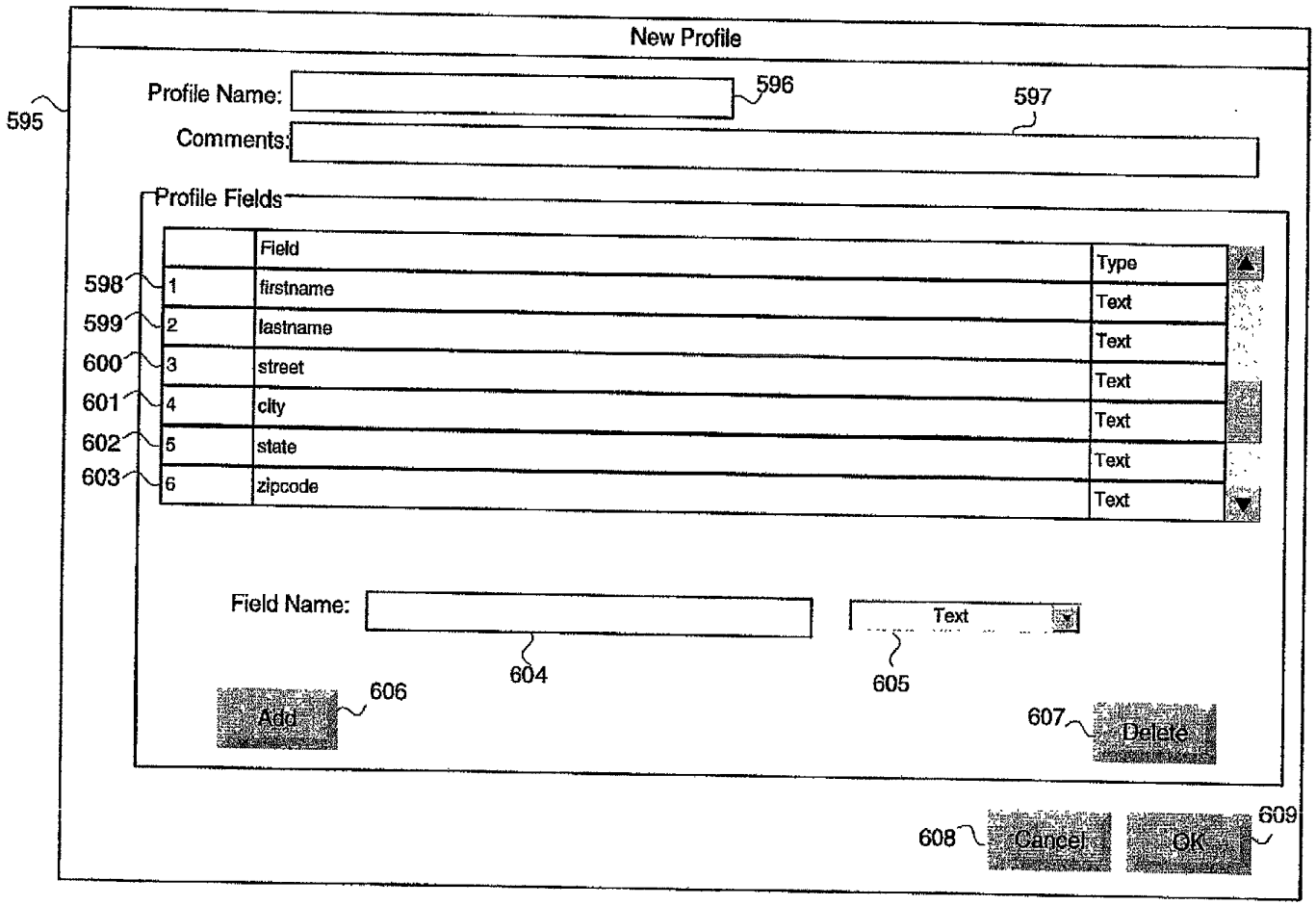

New Profile
595
Profile Name:
596
597
Comments:
Profile Fields
Field
Type
598
1
firstname
Text
599
2
lastname
Text
600
3
street
Text
601
4
city
Text
602
5
state
Text
603
6
zipcode
Text
Field Name:
Text
604
605
606
Add
607
Delete
608
Cancel
OK
609

FIG 36

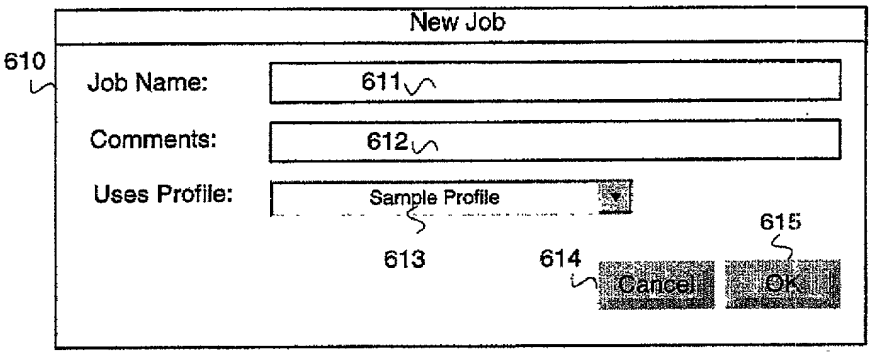
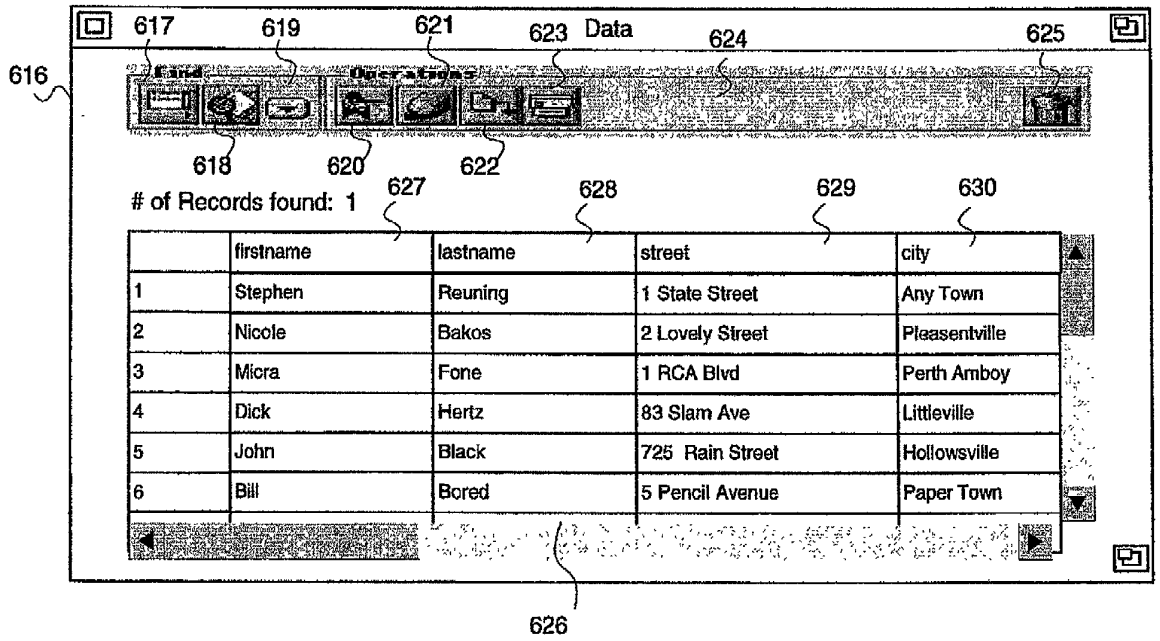

New Job
610
Job Name:
611
Comments:
612
Uses Profile:
Sample Profile
613
614
615
Cancel
OK

FIG 36A

T0h2C0*4e0TT660



	firstname	lastname	street	city
1	Stephen	Reuning	1 State Street	Any Town
2	Nicole	Bakos	2 Lovely Street	Pleasentville
3	Micra	Fone	1 RCA Blvd	Perth Amboy
4	Dick	Hertz	83 Slam Ave	Littleville
5	John	Black	725 Rain Street	Hollowsville
6	Bill	Bored	5 Pencil Avenue	Paper Town

FIG 36B

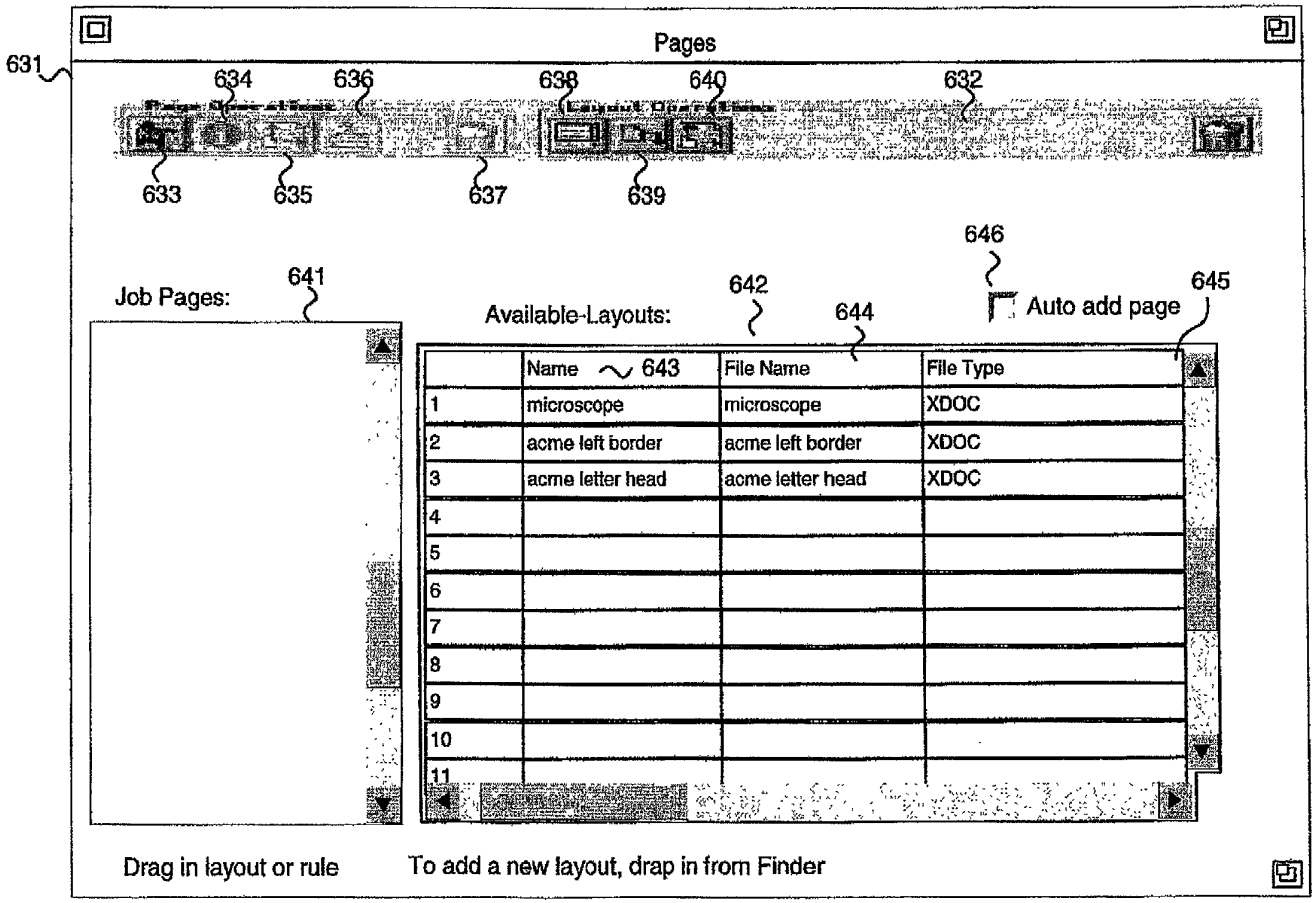

Pages
631
634
636
638
640
632
633
635
637
639
646
Job Pages:
641
Available-Layouts:
642
644
Auto add page
645
Name
643
File Name
File Type
1 microscope microscope XDOC
2 acme left border acme left border XDOC
3 acme letter head acme letter head XDOC
4
5
6
7
8
9
10
11
Drag in layout or rule
To add a new layout, drap in from Finder

FIG 36C

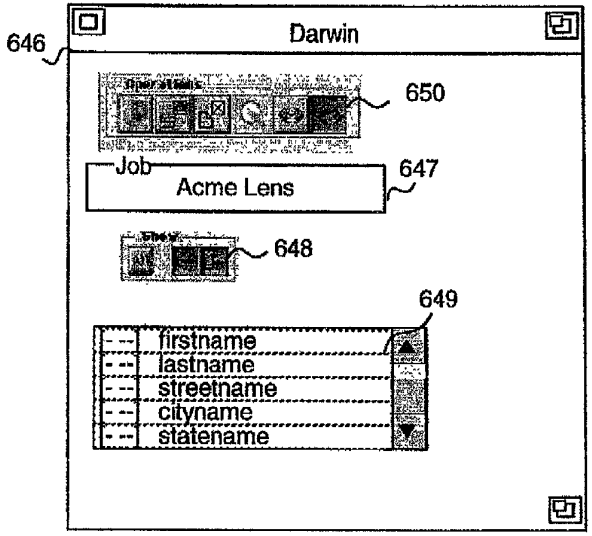

646
Darwin
650
Job
Acme Lens
647
648
649
firstname
lastname
streetname
cityname
statename

FIG 36D

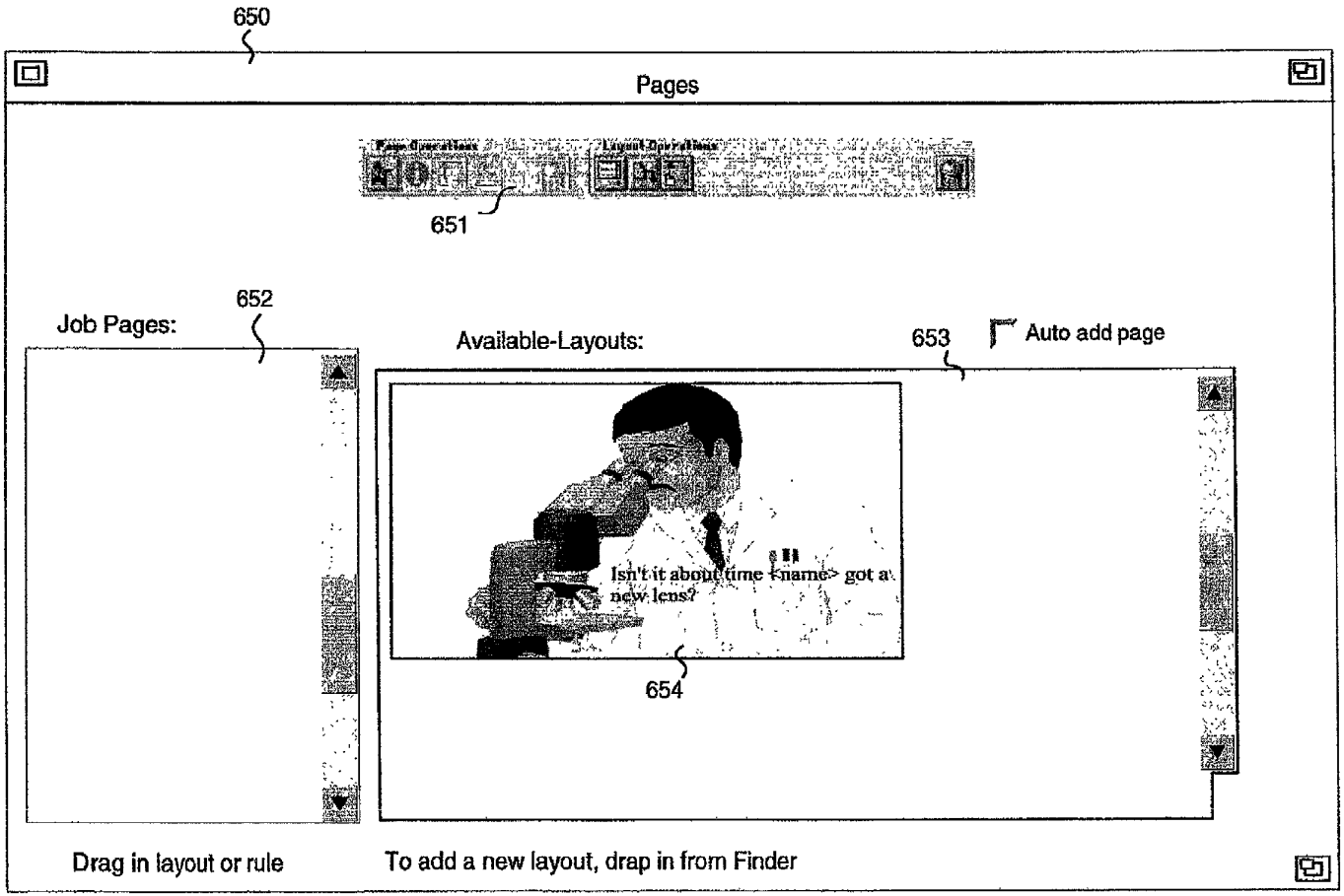

650
Pages
651
652
Job Pages:
Available-Layouts:
653
Auto add page
Isn't it about time <name> got a new lens?
654
Drag in layout or rule
To add a new layout, drop in from Finder

FIG 36E

Petitioner's Exhibit 1660

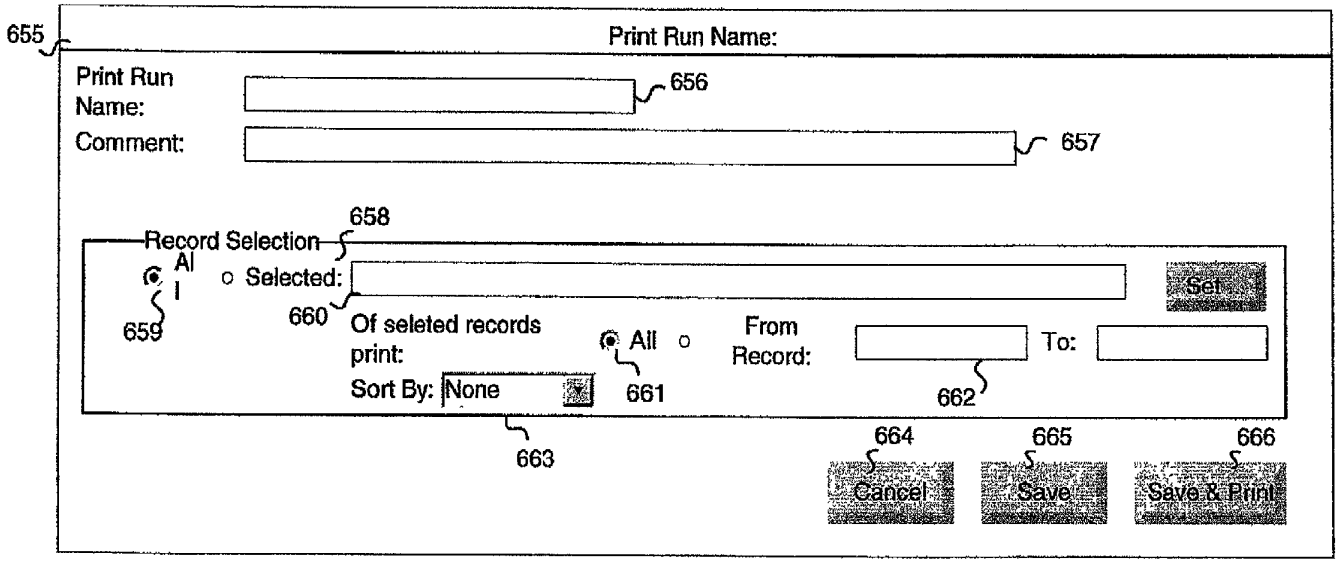


FIG 36F

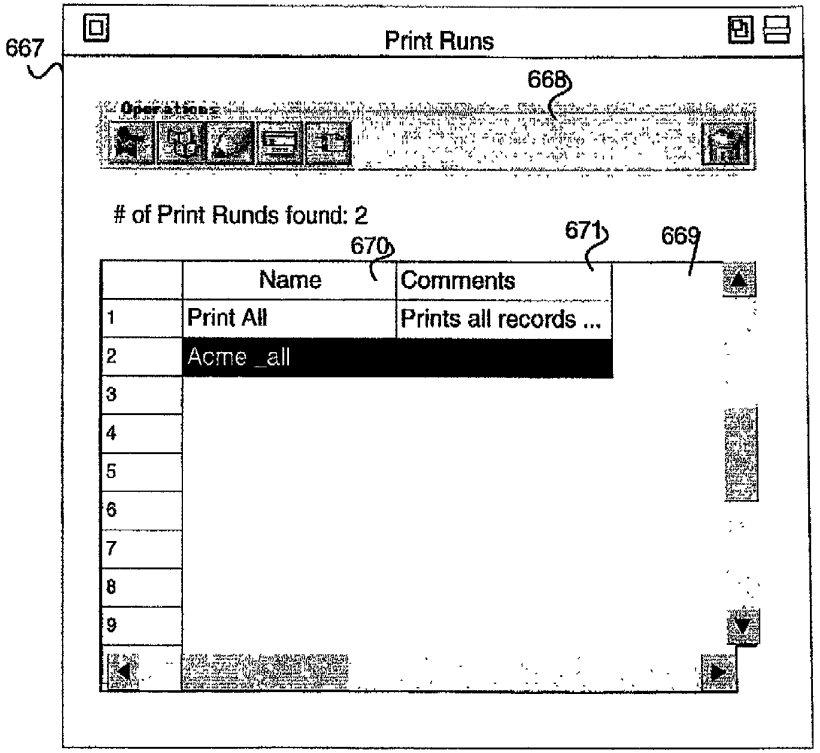

667
Print Runs
668
Operations
# of Print Runds found: 2
670
671
669
Name
Comments
1
Print All
Prints all records ...
2
Acme _all
3
4
5
6
7
8
9

FIG 36G

TOM220 4207P650

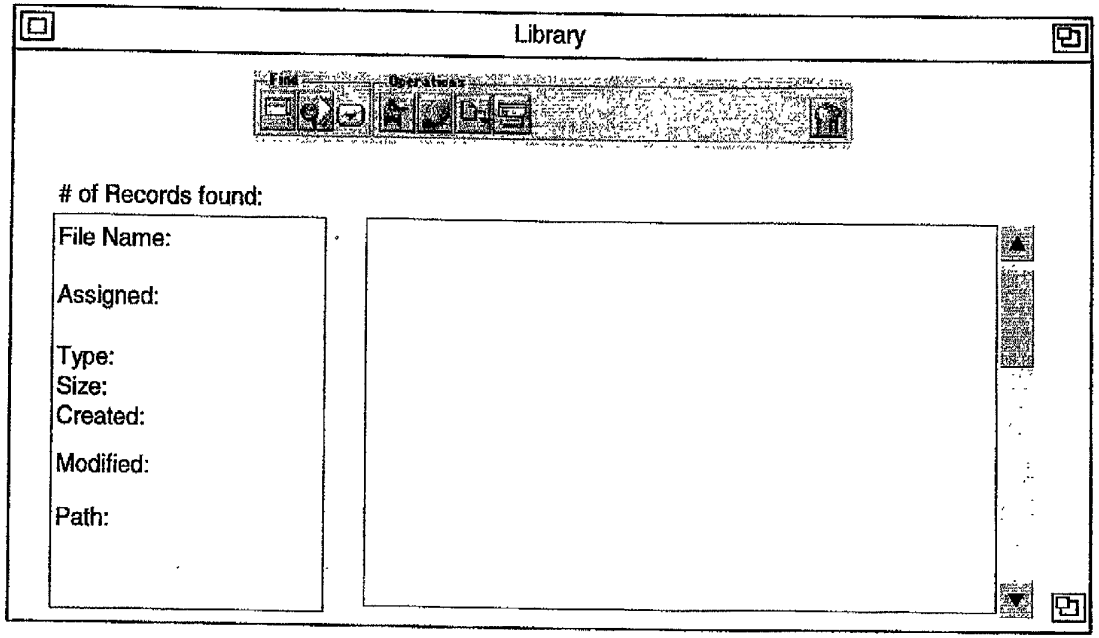


FIG. 36H

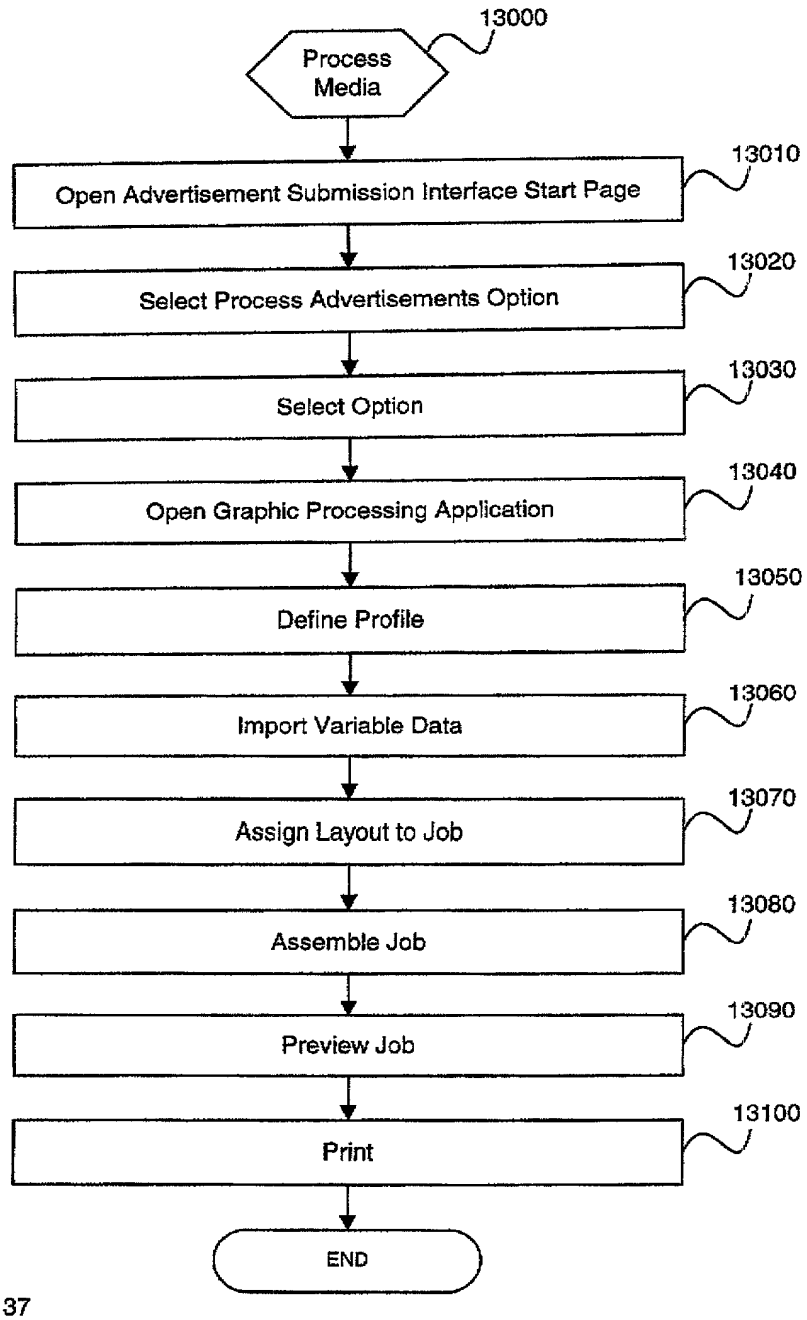

13000
Process Media
13010
Open Advertisement Submission Interface Start Page
13020
Select Process Advertisements Option
13030
Select Option
13040
Open Graphic Processing Application
13050
Define Profile
13060
Import Variable Data
13070
Assign Layout to Job
13080
Assemble Job
13090
Preview Job
13100
Print
END

FIG 37

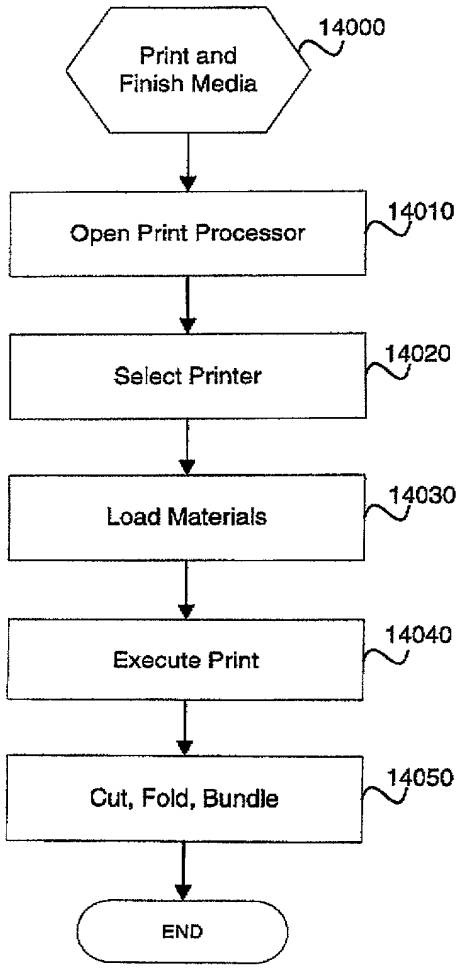

Print and Finish Media
14000
Open Print Processor
14010
Select Printer
14020
Load Materials
14030
Execute Print
14040
Cut, Fold, Bundle
14050
END

FIG 38

New Job Opportunity Notification Recipient Form

Please supply the following information so that we can process your request

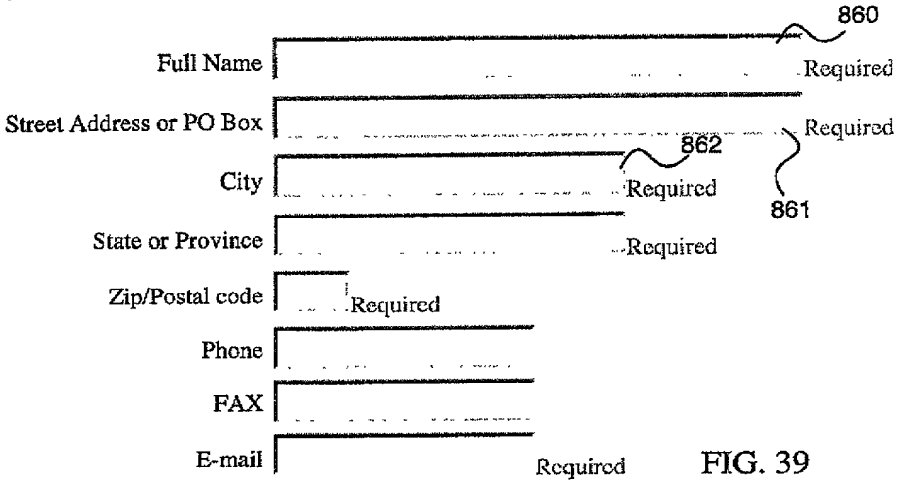
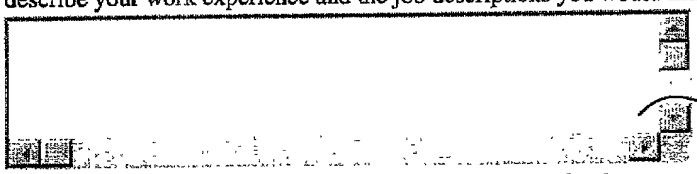


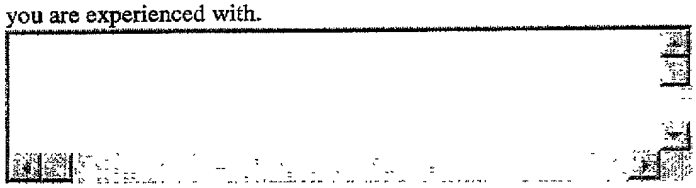
FIG. 39

The information that you enter into the boxes below helps Candidate Seeker determine which job opportunity notices should be sent to you. You may leave non-applicable boxes blank. Be as detailed as possible. SHORTCUT: You may simply copy and paste the text of your resume into the first box below. Our system will recognize it and process the information appropriately. However, you must still fill in the "Required" fields above.

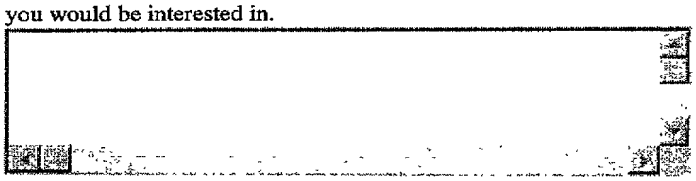
In the scroll box below, list the titles and/or professional labels and/or fields of study that best describe your work experience and the job descriptions you would like to hear about.



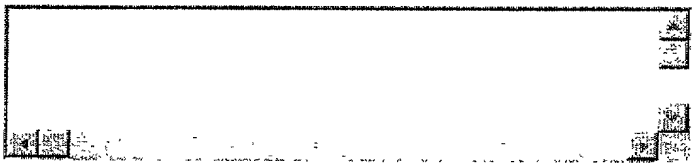
In the scroll box below, list all the equipment, computer hardware, and/or computer software you are experienced with.



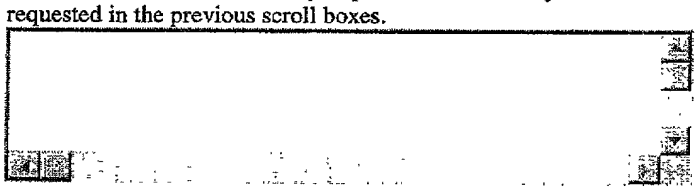
In the scroll box below, list the duties and responsibilities that best describe the opportunity you would be interested in.



In the scroll box below, list any scientific application or therapeutic area that your work addressed.



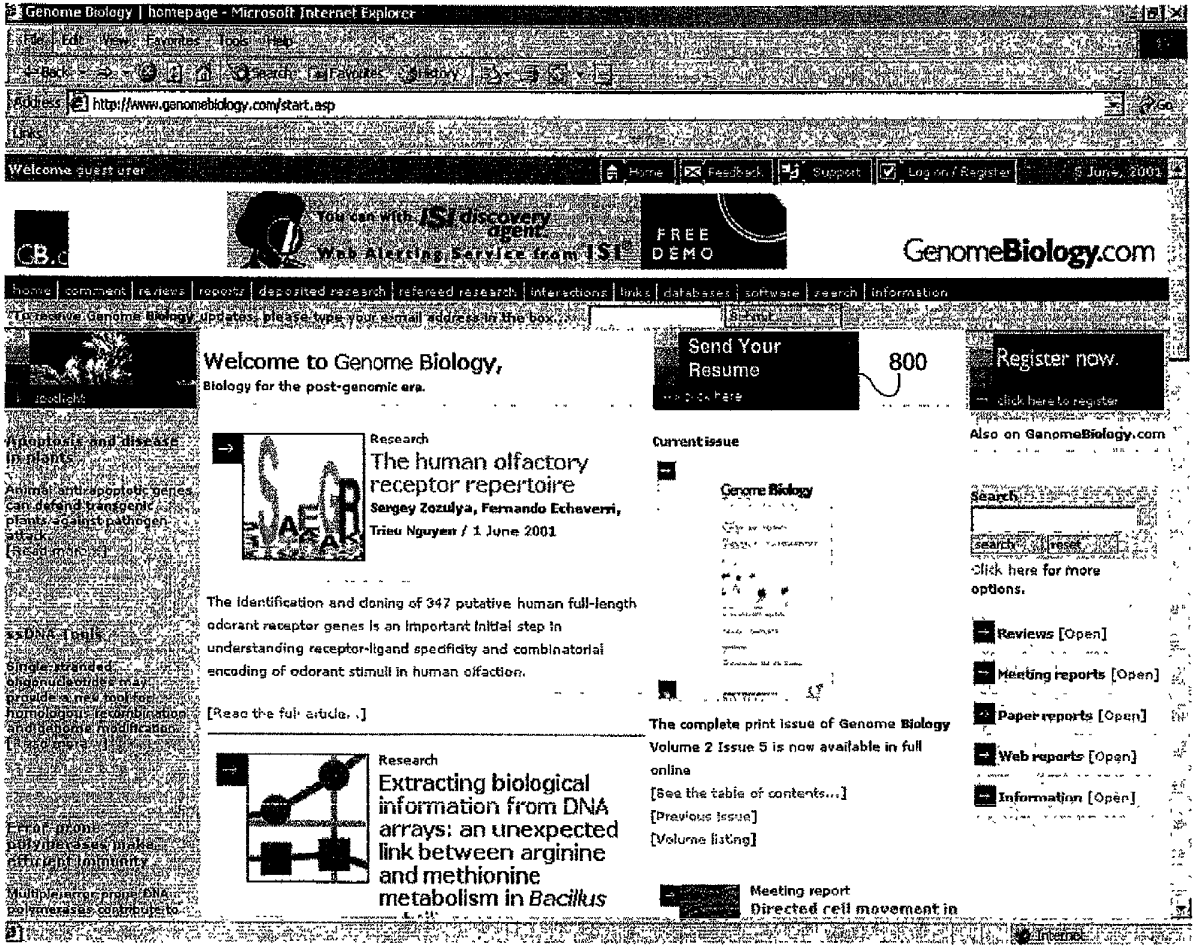
In the scroll box below, list any important factors that you would like considered but were not requested in the previous scroll boxes.



Please confirm the data above then click the "Submit Form" button below.

Submit Form | Reset Form

FIG. 39A


Genome Biology | homepage - Microsoft Internet Explorer
http://www.genomebiology.com/start.asp
Welcome guest user
Home
Feedback
Support
Log on / Register
FREE DEMO
GenomeBiology.com
home | comment | reviews | reports | deposited research | refereed research | interactions | links | databases | software | search | information
Welcome to Genome Biology,
Biology for the post-genomic era.
Send Your Resume
800
Register now.
Research
The human olfactory receptor repertoire
Sergey Zozulya, Fernando Echeverri, Trieu Nguyen / 1 June 2001
The identification and cloning of 347 putative human full-length odorant receptor genes is an important initial step in understanding receptor-ligand specificity and combinatorial encoding of odorant stimuli in human olfaction.
[Read the full article...]
Current issue
Genome Biology
The complete print issue of Genome Biology Volume 2 Issue 5 is now available in full online
[See the table of contents...]
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Click here for more options.
Reviews [Open]
Meeting reports [Open]
Paper reports [Open]
Web reports [Open]
Information [Open]
Research
Extracting biological information from DNA arrays: an unexpected link between arginine and methionine metabolism in Bacillus
Meeting report
Directed cell movement in

FIG. 40

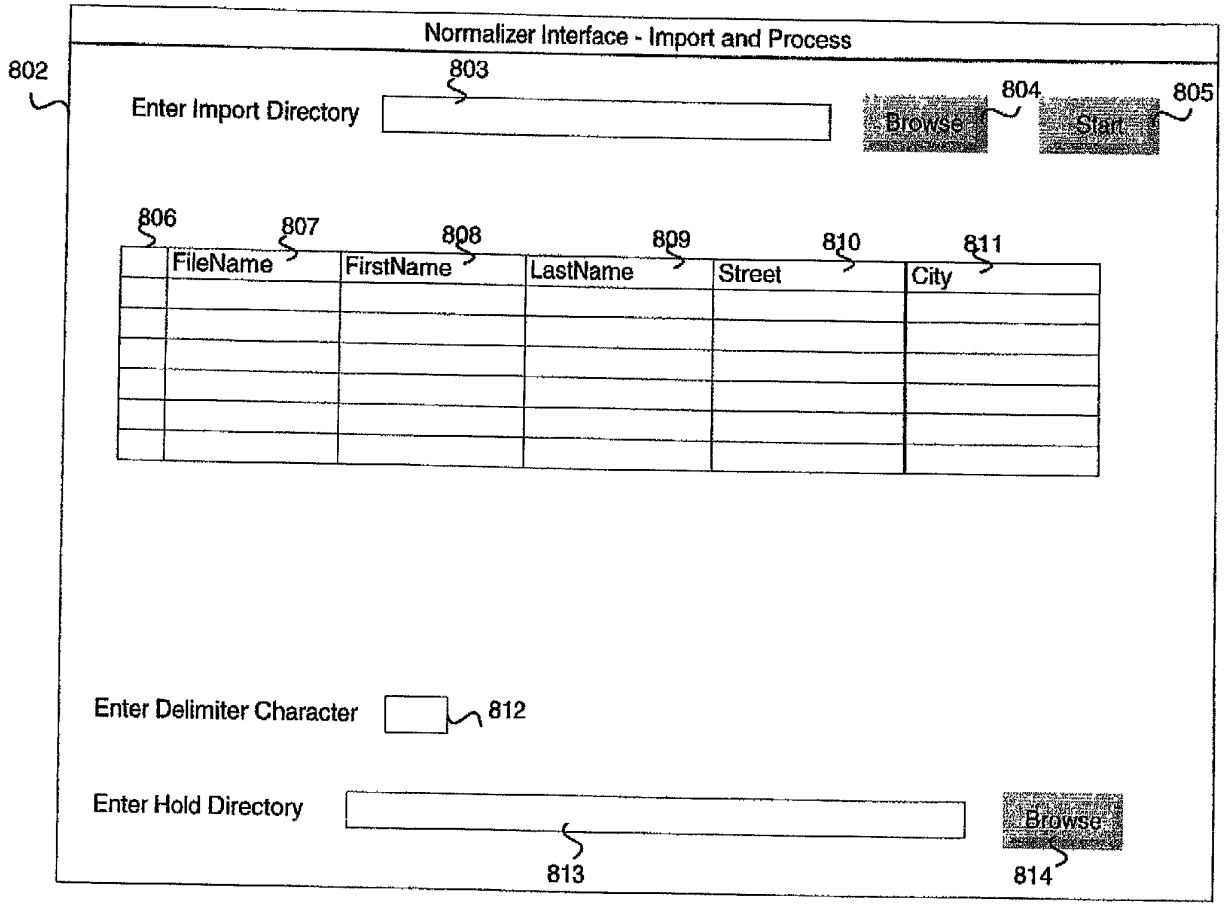

Normalizer Interface - Import and Process
802
Enter Import Directory
803
Browse
804
Start
805
806
807
808
809
810
811
FileName
FirstName
LastName
Street
City
Enter Delimiter Character
812
Enter Hold Directory
813
Browse
814

FIG 41

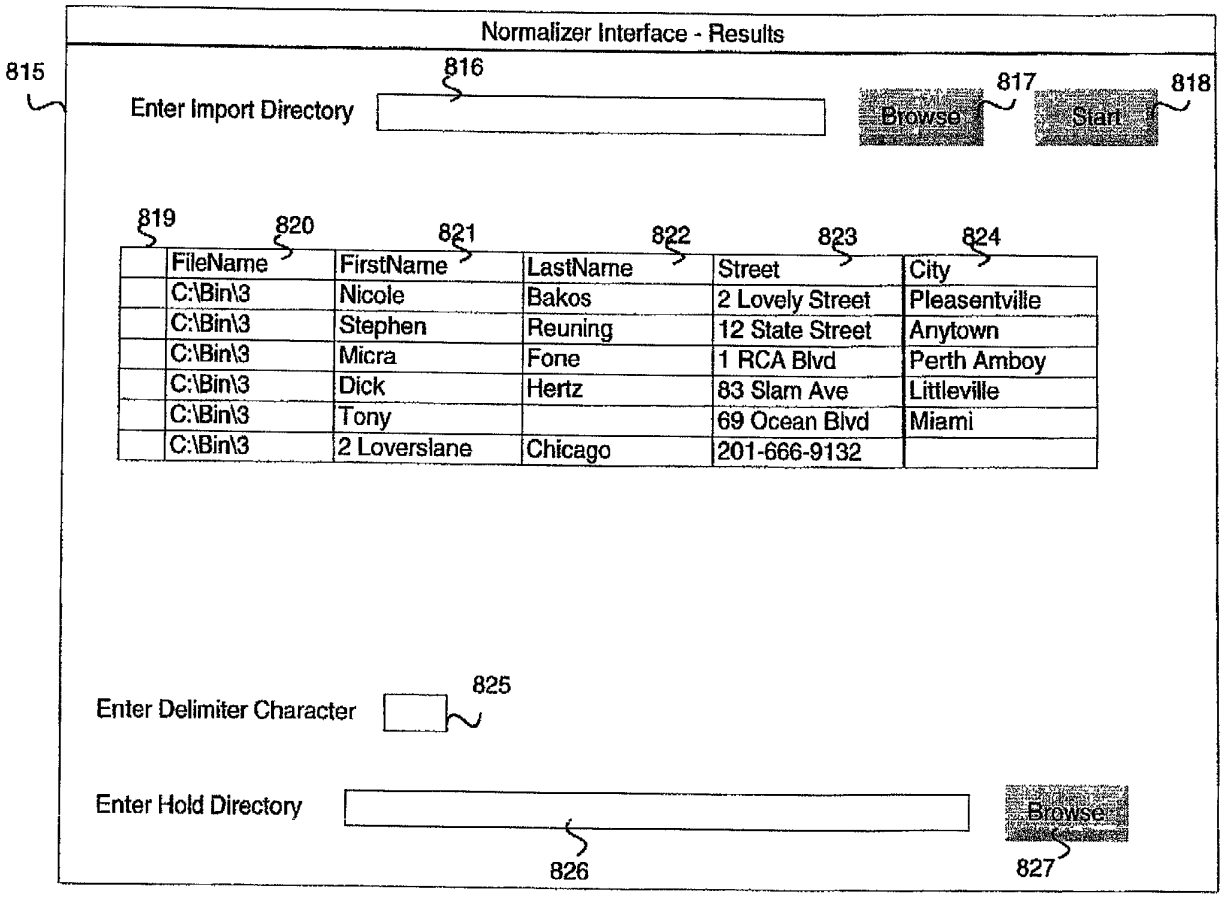

Normalizer Interface - Results
815
Enter Import Directory
816
Browse
817
Start
818
819
820
821
822
823
824
FileName
FirstName
LastName
Street
City
C:\Bin\3
Nicole
Bakos
2 Lovely Street
Pleasentville
C:\Bin\3
Stephen
Reuning
12 State Street
Anytown
C:\Bin\3
Micra
Fone
1 RCA Blvd
Perth Amboy
C:\Bin\3
Dick
Hertz
83 Slam Ave
Littleville
C:\Bin\3
Tony
69 Ocean Blvd
Miami
C:\Bin\3
2 Loverslane
Chicago
201-666-9132
825
Enter Delimiter Character
Enter Hold Directory
826
Browse
827

FIG 42

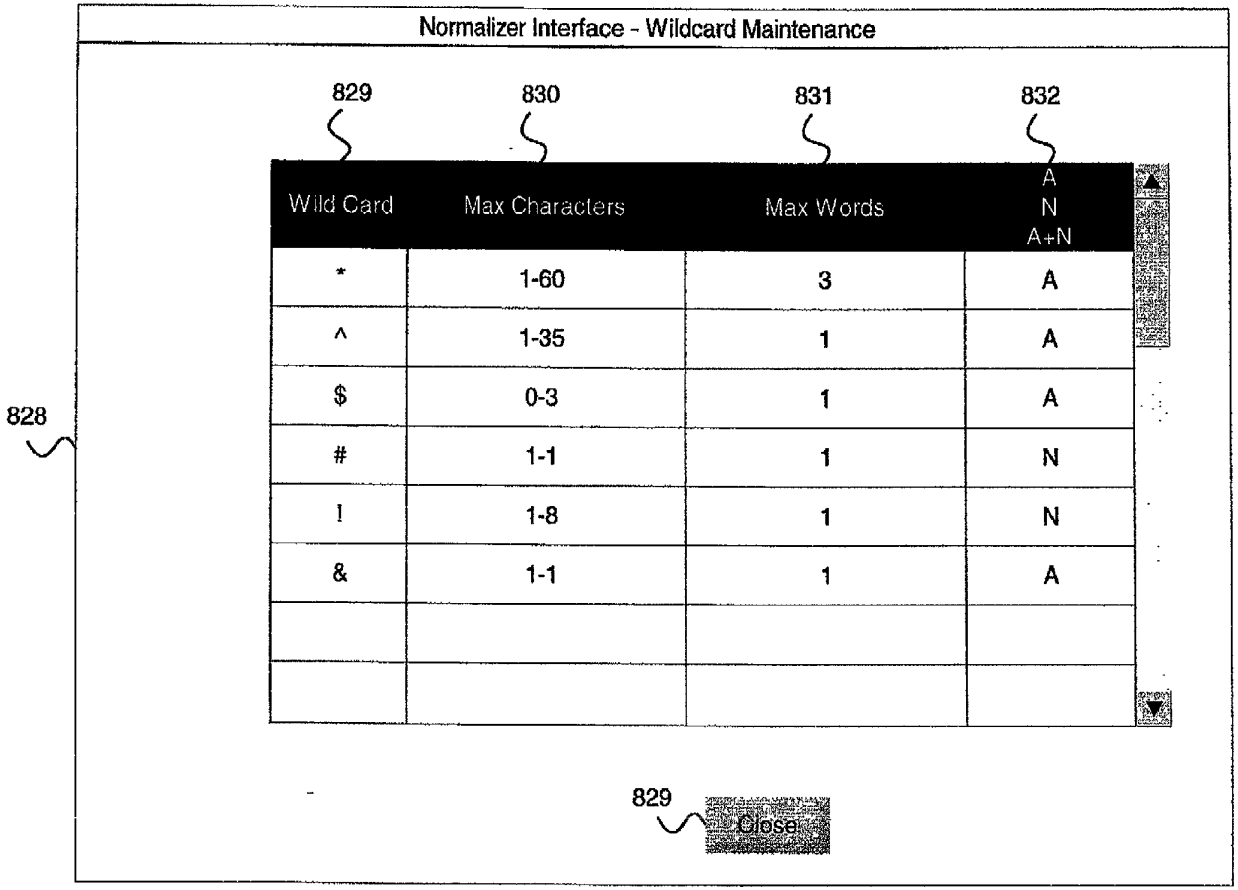

Normalizer Interface - Wildcard Maintenance
828
829
830
831
832
Wild Card
Max Characters
Max Words
A
N
A+N
*
1-60
3
A
^
1-35
1
A
$
0-3
1
A
#
1-1
1
N
!
1-8
1
N
&
1-1
1
A
829
Close

FIG. 43

TDK2.0 +20FT660

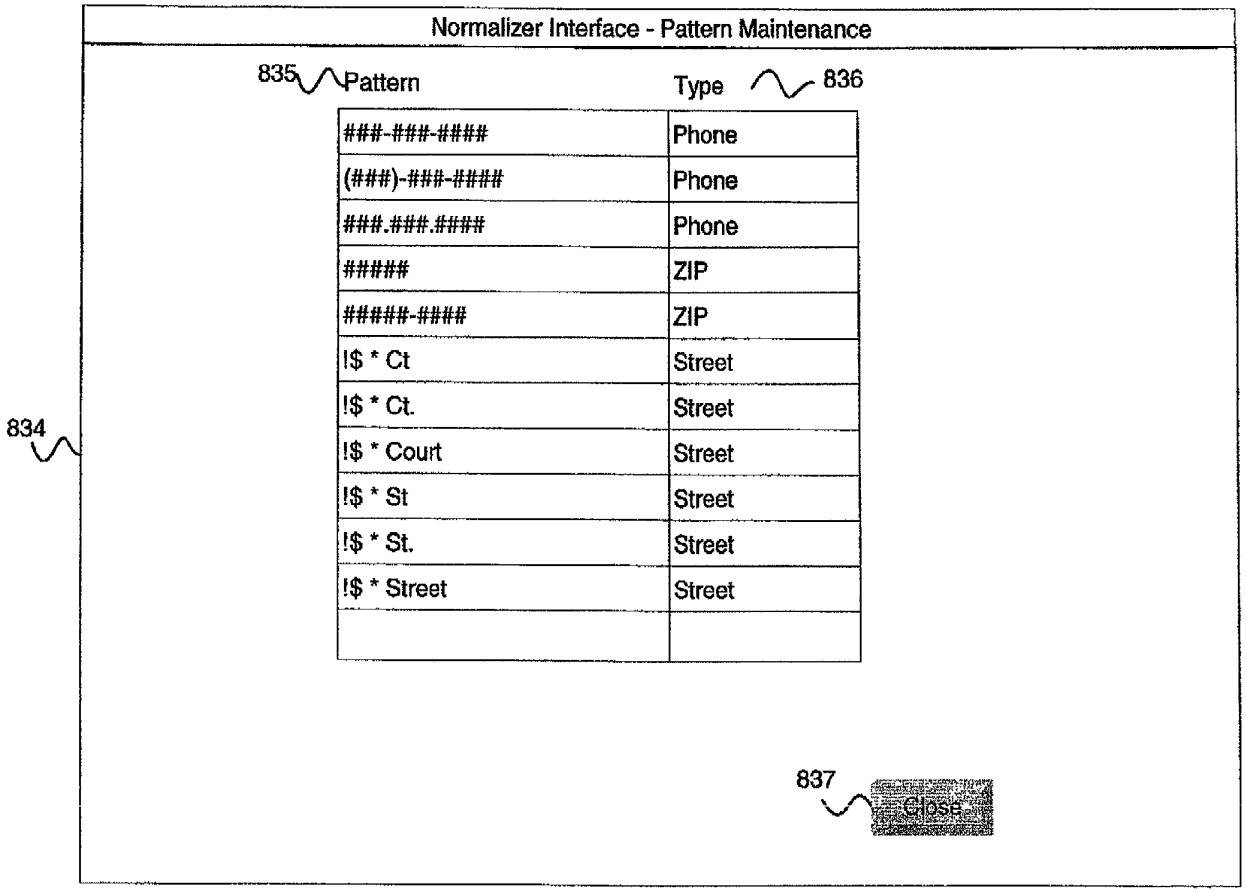
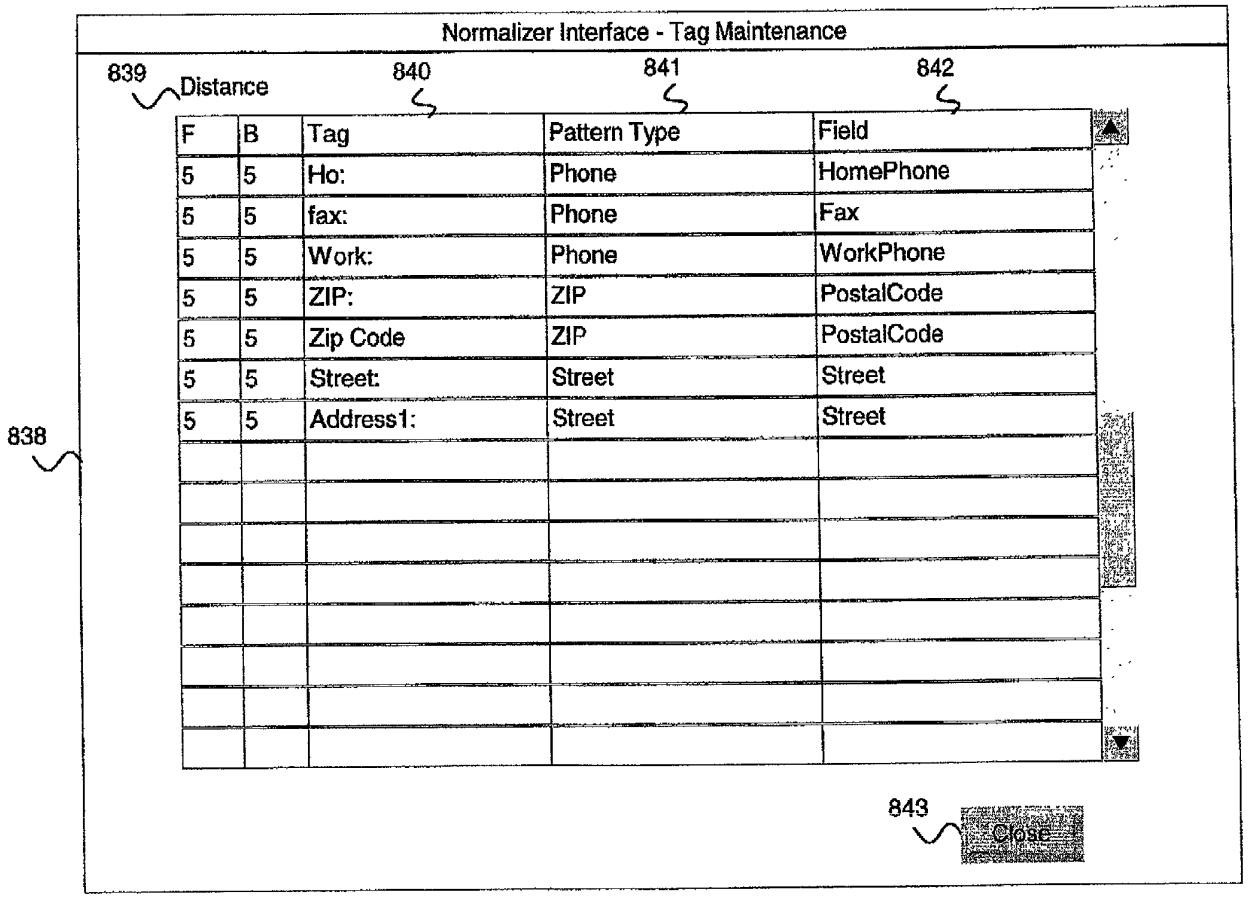


FIG. 44

TOKEN-HOLDER



F	B	Tag	Pattern Type	Field
5	5	Ho:	Phone	HomePhone
5	5	fax:	Phone	Fax
5	5	Work:	Phone	WorkPhone
5	5	ZIP:	ZIP	PostalCode
5	5	Zip Code	ZIP	PostalCode
5	5	Street:	Street	Street
5	5	Address1:	Street	Street

FIG. 45

TOHZ0 "H20FT6D

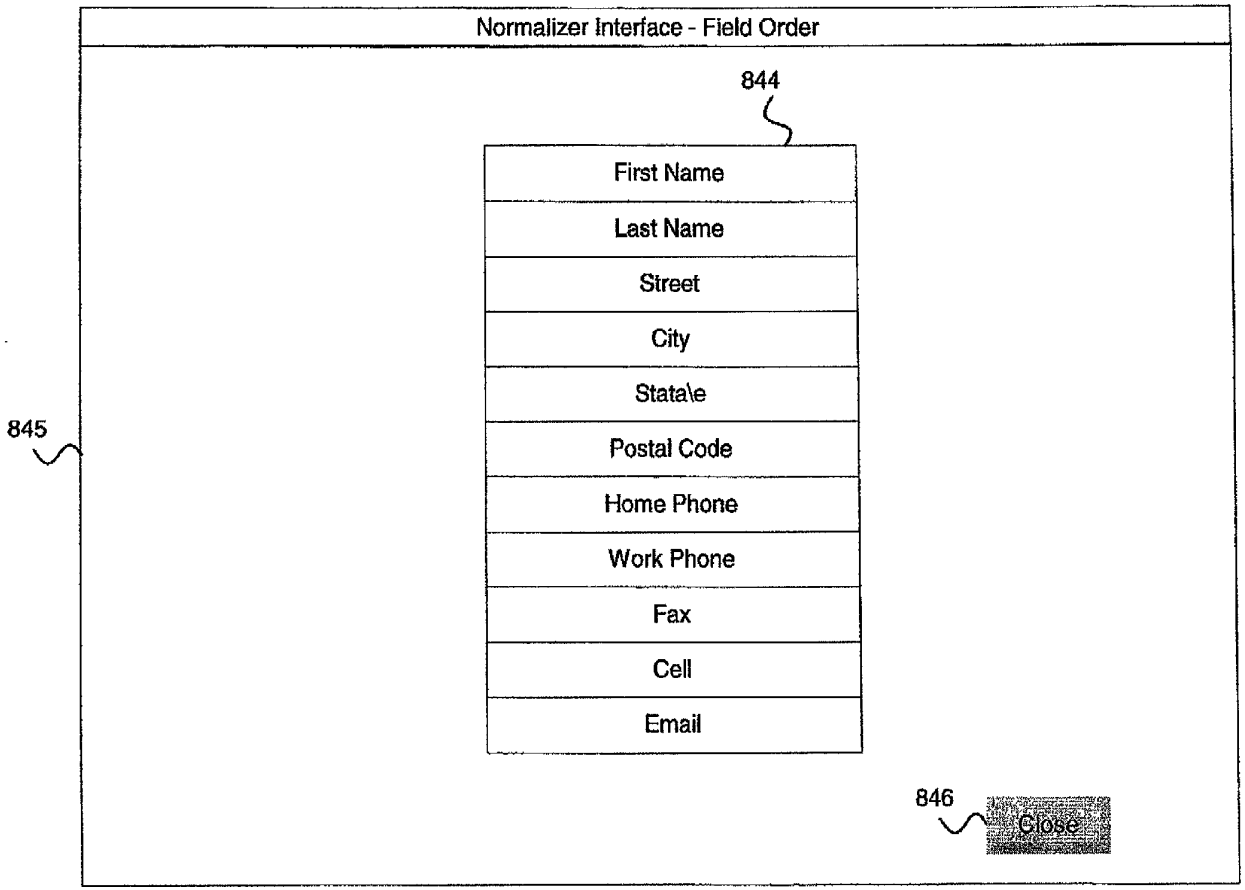


FIG. 46

Sheet 39 of 39 - Patent Application Publication

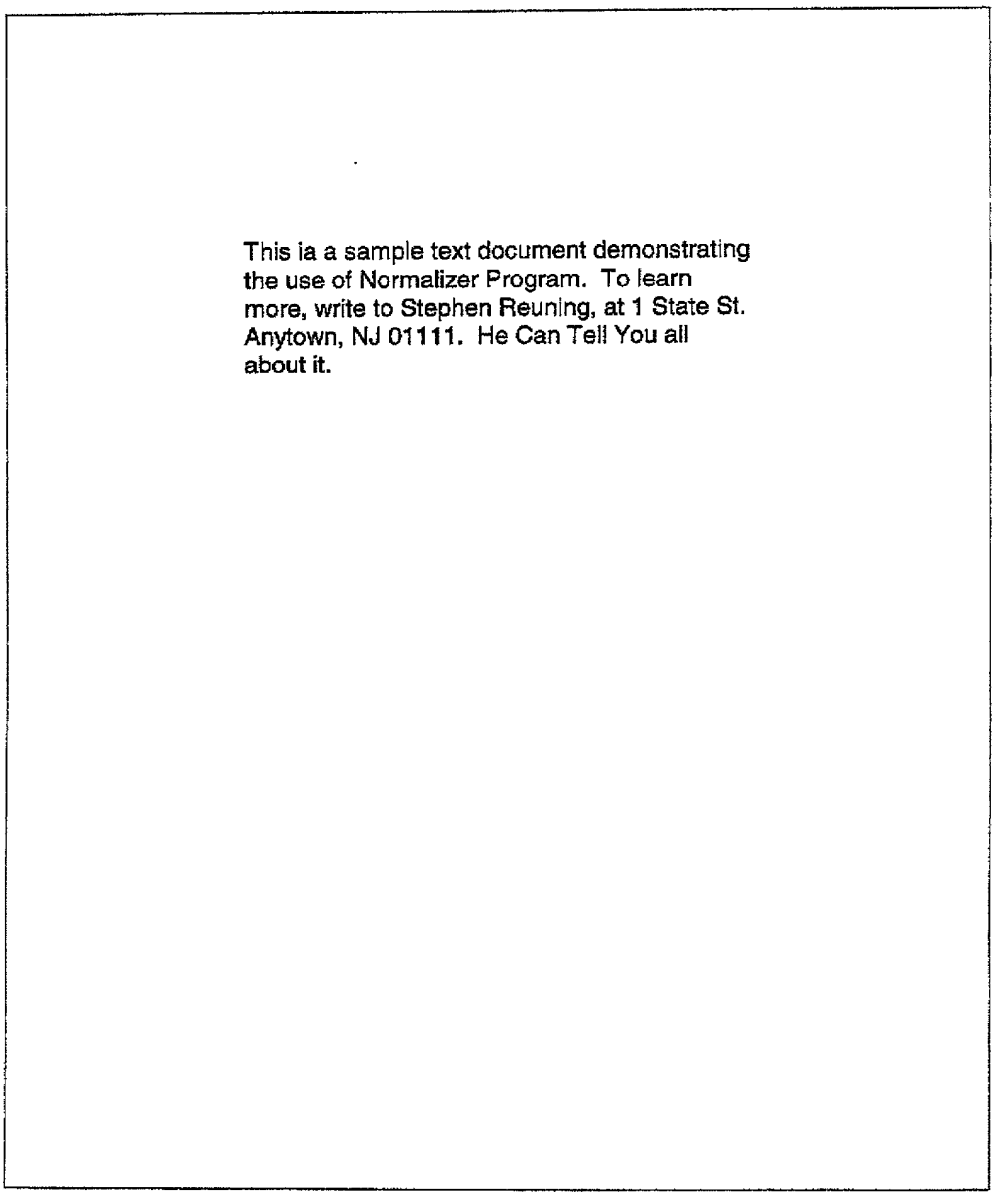


FIG. 47

FOR220 h20FT650

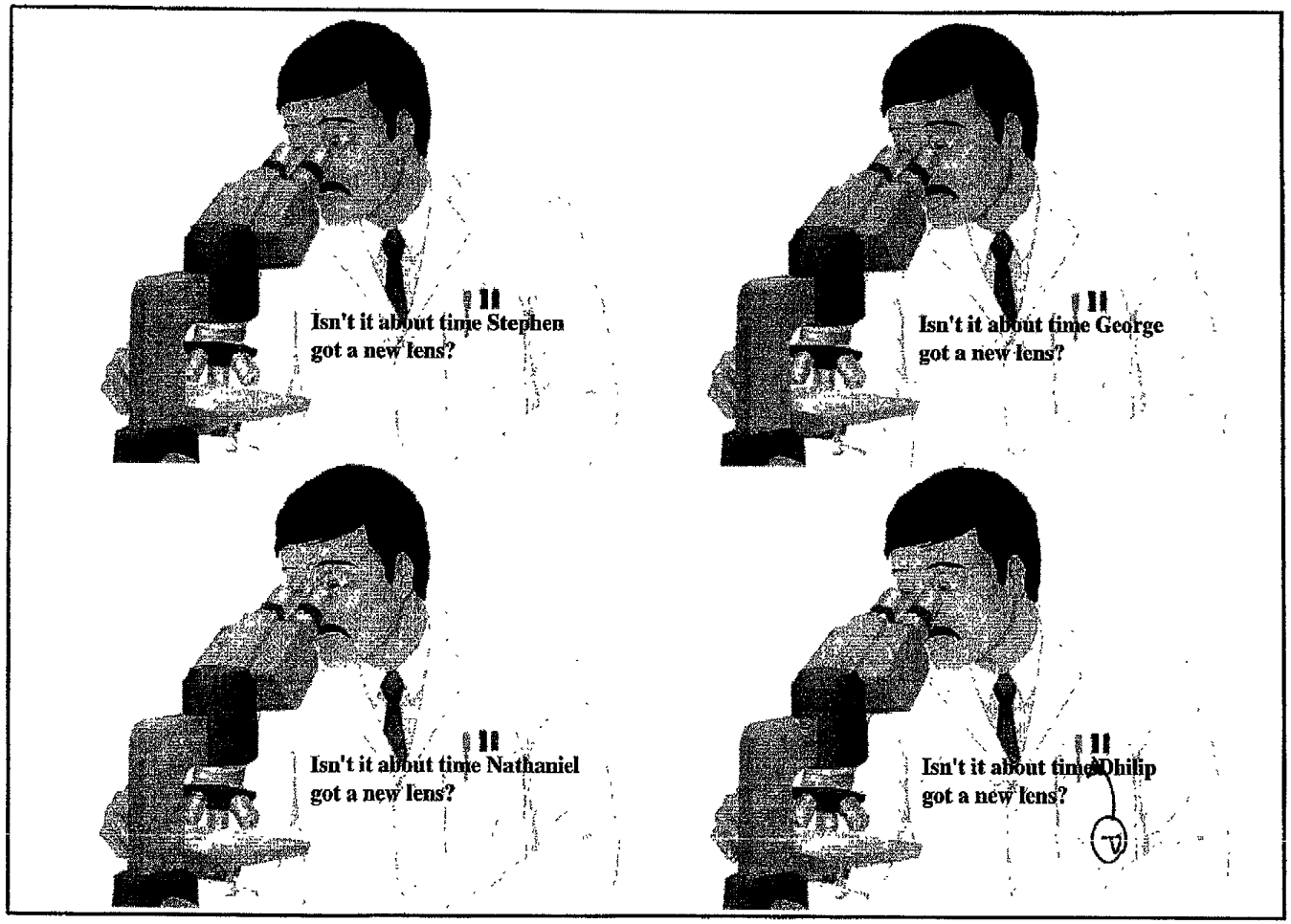


FIG 48